

*Shorner*

# The Inland Printer



PUBLISHED BY THE INLAND PRINTER  
COMPANY, 632 SHERMAN ST., CHICAGO

*Price Thirty Cents*

**While we are the only house  
Producing Doubletone and  
Ullmanine Inks  
These are far from being the  
Only inks we produce.  
Our product comprises  
A complete line of inks  
For all purposes,  
Each in its class  
As pre-eminent as  
The Doubletones and  
Ullmanines are in  
Theirs.**



**Sigmund Ullman Company**

**New York      Chicago**







# A Ledger Line Built to Give Value and Service to You

BUTLER No. 1 RECORD  
TISRITE SCRIPTUM STATEMENT

**A**FTER making some radical changes in our policy of merchandising ledger paper, we confidently believe the new proposition we offer to ledger paper buyers is one that insures the utmost in value and service. Formerly we carried seven lines. Using our past experience as a basis, and fortifying our judgment by careful investigation, we found that four carefully selected grades answer for practically all purposes.

By this process of reduction we are enabled to increase the list of items in each quality and also add to the amount of stock on hand of each item. The natural result is lower cost of production, better control of standardization, and quicker shipments on large as well as small orders.

The four lines carried under the new plan are Butler No. 1 Record, Tisrite, Scriptum and Statement Ledger.

## Write for Sample-Books—Now Ready

New sample-books have been prepared on all of these lines and are now ready for distribution. If you are interested in ledger papers we would like to place a set of these books in your hands. Write us.

### Distributors of Butler Brands

Standard Paper Co. . . . . Milwaukee, Wis.	American Type Founders Co. . . . . Spokane, Wash.
Missouri-Interstate Paper Co. . . . . Kansas City, Mo.	National Paper & Type Co. (export only)
Mississippi Valley Paper Co. . . . . St. Louis, Mo.	National Paper & Type Co. . . . . New York City
Southwestern Paper Co. . . . . Dallas, Tex.	National Paper & Type Co. . . . . Havana, Cuba
Southwestern Paper Co. . . . . Houston, Tex.	National Paper & Type Co.
Pacific Coast Paper Co. . . . . San Francisco, Cal.	Buenos Aires, Argentine Republic
Sierra Paper Co. . . . . Los Angeles, Cal.	National Paper & Type Co. . . . . Mexico City, Mexico
Printers & Publishers Paper Co. . . . . Detroit, Mich.	National Paper & Type Co. . . . . Monterey, Mexico
Central Michigan Paper Co. . . . . Grand Rapids, Mich.	National Paper & Type Co. . . . . Guadalajara, Mexico
Mutual Paper Co. . . . . Seattle, Wash.	National Paper & Type Co. . . . . Guaymas, Mexico
Commercial Paper and Card Co. . . . . New York City	National Paper & Type Co. . . . . Lima, Peru



J. W. BUTLER PAPER COMPANY  
ESTABLISHED 1844 CHICAGO



Numbering Machines  
are a good investment



# The Boston Model is a Good one

ALL DEALERS  
SELL THEM

They can be used on your printing presses—  
and lock up the same as type—and where the  
space will permit, the numbering can be done  
at the same time as the printing.

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, N. Y., U. S. A.

## We Are Taking Your Customers

Appearance of Our Neat  
Cards in Case



because you don't care for all of  
their business. You prefer to have  
them send their money to us in-  
stead of paying it to you. That suits  
us all right, but we would rather  
you would supply all your cus-  
tomers' needs, because you would  
soon supply all your customers.

### PEERLESS PATENT BOOK FORM CARDS

and that would very considerably  
enlarge your business as well as  
ours. We would mutually profit.

You may refuse to believe it, but  
the best customers will have our  
cards. Nothing else will answer. They are using them and will continue to use them,  
whether you believe it or not. It is a matter of business with them, and with us, and it  
will be with you if you will investigate. The time for investigation is now. These cards  
are absolutely unique in card manufacture; carried in book form in a genuine seal leather  
case, they are detached one by one as used and all edges are smooth. Prove it to your-  
self. Send for tab and prices.

The John B. Wiggins Co. Established  
1857

Engravers, Plate Printers, Die Embossers, 1104 S. Wabash Ave., CHICAGO

## The INLAND PRINTER

Vol. 62, No. 2 HARRY HILLMAN, Editor September, 1918



Published by THE INLAND PRINTER COMPANY  
632 Sherman Street, Chicago, U. S. A.

TERMS: United States, \$3.00 a year in advance; Canada, \$3.50;  
Single copies, 30 cents; Foreign, \$3.85 a year.

Entered as second-class matter, June 25, 1885, at the postoffice at  
Chicago, Illinois, under Act of March 3, 1879.

**WHY IS IT?** One firm tried a **Perfect** (metal) **Cutting  
Stick** and ordered twelve more. Another firm  
tried it and ordered five more. Sixty-two firms have given repeat orders  
within the past six weeks.

Because every claim made for this money and time saving article has  
been more than fulfilled on every possible kind of cutting, including asbestos,  
cloth and binder boards.

A little coöperation by any operator, with attention to instructions, will  
give the same results.

Write for Circulars, Testimonials and Trial Proposition.

**WHY IS IT** the leading printing firms of the country are equip-  
ping their C. & P. presses with **T-B Safety Guards**?

Because the T-B is an absolute guarantee against accidents, can not get  
out of order or break, and is endorsed by State Authorities and Insurance  
Companies.

**WHY IS IT** the Morgans & Wilcox **Locking and Registering  
System** saves more than half the time and material  
for make-up or lock-up?

Write

GENE TURNER, 30 Euclid Arcade, Cleveland, Ohio,  
for full details, books and circulars.

## THE McGRATH COMPANY

EXPERT MAKERS OF PRINTING PLATES

501 S. LA SALLE ST  
CHICAGO



TELEPHONE  
HARRISON 6245

ENGRAVING  
PROCESS

ELECTROTYPING  
COLOR PLATES

## TICONDEROGA PULP & PAPER CO.

Quality

COLONIAL OFFSET  
SPECIAL MAGAZINE—English  
Finish  
MACHINE FINISH

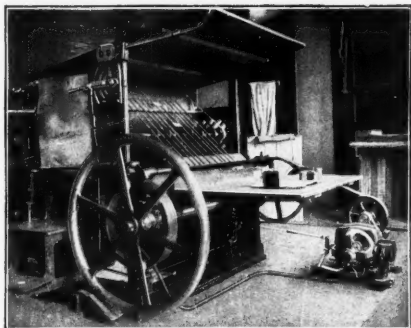


Uniformity

MUSIC  
EGGSHELL  
SCHOOL TEXT

SALES OFFICE, 200 FIFTH AVENUE, NEW YORK CITY, N. Y.

## SPRAGUE ELECTRIC MOTORS AND CONTROLLERS



Stop-Cylinder Press driven by BSS 3 h. p. 1800  
r. p. m. single phase back geared motor.  
Revers'ble push-button control

SEND FOR OUR NEW  
BULLETIN ON SINGLE PHASE  
PRINTING-PRESS MOTORS  
No. 41514

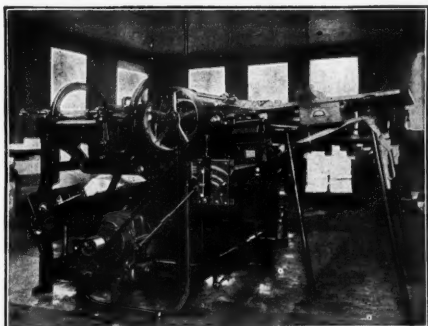
We have a complete set of Bulletins  
covering every form of printing-press  
motor and control application.

Our line of single phase variable speed  
motors with push-button control com-  
pletes the list.

**SPRAGUE ELECTRIC WORKS**  
OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th St., New York, N.Y.

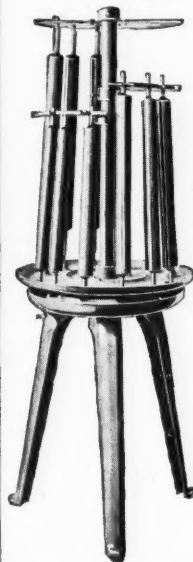
Branch Offices in Principal Cities



BSS 1 h. p. 1200 r. p. m. single phase motor  
driven folding-machine, with  
CR-6054 controller

## Roller-Rack for Job-Presses

*The best buy you can make for  
your job-press room*



The most efficient and eco-  
nomical way of always keeping  
the rollers ready for service.

Illustration shows Rack adjusted  
for THREE JOBBERS

One 14 x 22 Universal

One 12 x 18 C. & P.

One 10 x 15 C. & P.

Large enough for two KELLEY  
PRESSES, or any combination of  
three Jobbers.

Twenty-two inches in diameter;  
weight, 135 lbs.

Base plate revolves on ball bear-  
ings and holds twelve rollers.

*Send for Circular.*

**R. A. HART MFG. COMPANY**  
BATTLE CREEK, MICH.

## JONES

NON-CURLING

GUMMED PAPERS

*Will not  
stick  
together*

A  
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*{ Will not  
curl*

**Satisfaction**

*Leaders Since 1811*

**Samuel Jones & Co.**

Newark, New Jersey

# One clean cut *with a* DOWD



*These cutters are equipped with DOWD Knives—pretty big ones too. Insist on the best knives in your cutters. DOWD of Beloit will help you on any knife problem.*

Clean-cutting knives—fast-cutting knives—knives that grind easily and true—knives that hold their edge and give lasting service.

You want that sort of knife in your paper-cutters. You get just that sort of knife when you insist on and **get** DOWD Knives.

For greatest quality production you should insist on DOWD Knives for all your paper-cutting machines.

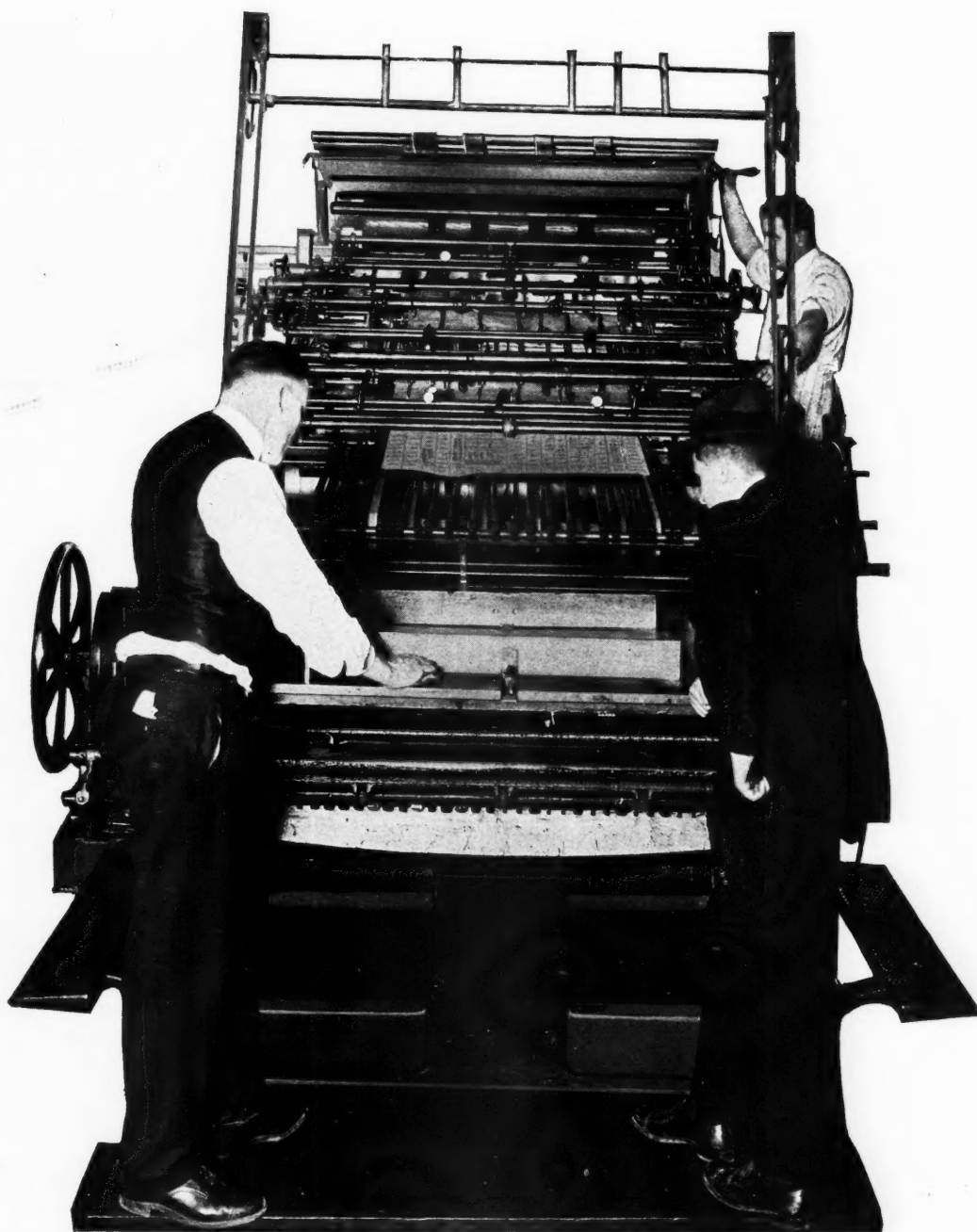
You know DOWD Knives are made in the old-fashioned quality way—of the finest knife steel. The DOWD process makes you positive of knife satisfaction.

*Get DOWD Knives of your supply house  
—or write DOWD of Beloit, Wisconsin.*



**R.J. Dowd Knife Works**  
*Makers of better cutting knives since 1847*  
**Beloit, Wis.**





## Give Your *Superintendent* a Day Off

to investigate automatic feeding. Our representative in your locality will be glad to make arrangements for him to see Dexter and Cross Feeders under all sorts of working conditions.

It will be time well spent for you or your superintendent to make this tour of inspection and to know how other printers are using automatic feeders to increase their output and to lower their cost of production.

Write us or 'phone our nearest agent today

**DEXTER FOLDER COMPANY**  
Folding, Feeding, Binding, Cutting Machinery

NEW YORK

CHICAGO

PHILADELPHIA

DETROIT

BOSTON

ATLANTA

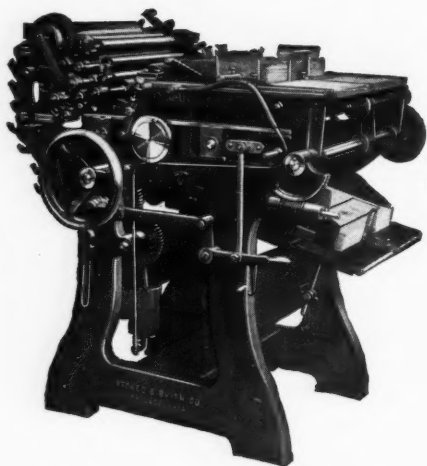
DALLAS

SAN FRANCISCO

TORONTO

*Please Mention THE INLAND PRINTER When Writing to Advertisers.*

125



## THE HIGH-SPEED JOB-PRESS THAT BOOSTS PROFITS

For the general run of commercial printing, such as letter-heads, office forms, bills, folders, labels, cards, wrappers, etc., from 3" x 6" up to 14½" x 17½", install a

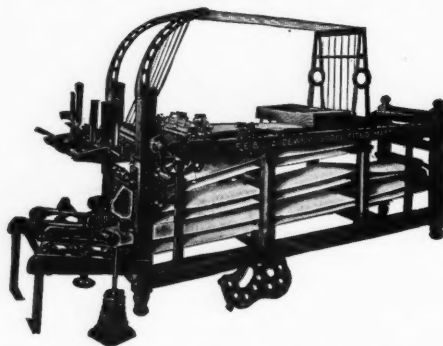
### STOKES & SMITH ROTARY PRESS

This press will deliver from 7000 to 8000 impressions per hour; work is delivered printed side up and always in sight of the operator. All parts are readily accessible; all operating parts and handles within arm's reach. The machine is extremely simple throughout, sturdily constructed, and meets hard, continuous service with lasting satisfaction. Write for catalogue and particulars of our trial offer.

### STOKES & SMITH COMPANY

Summerdale Avenue    London Office  
Philadelphia, Pa.      23 Goswell Road

## This Wonderful Automatic CARD MACHINE



The minute you watch its action, speed, quantity and quality of output—it sells itself without argument.

This machine is for ruling index cards—both Striking and Feint-Lining. Unlimited speed. Think of it—40,000 cards per hour—automatic feed, perfect work.

This machine is made for other work around the bindery.

Best get detailed particulars, prices, etc., before you buy any other.

**F. E. AND B. A. DEWEY**  
SPRINGFIELD, MASS.

## BLOMGREN BROS. & CO

ESTABLISHED 1875

DESIGNERS  
ENGRAVERS  
ELECTROTYPERS  
NICKELTYPERS  
LEAD MOULD  
PROCESS

512 SHERMAN ST.  
CHICAGO

SOME WAYS OF SHOWING

# PATRIOTISM

Which Every Printer Can Use for His  
Own and His Employees' Benefit

Buy Liberally of Liberty Bonds  
and contribute generously to the Red Cross  
and all other war relief funds.



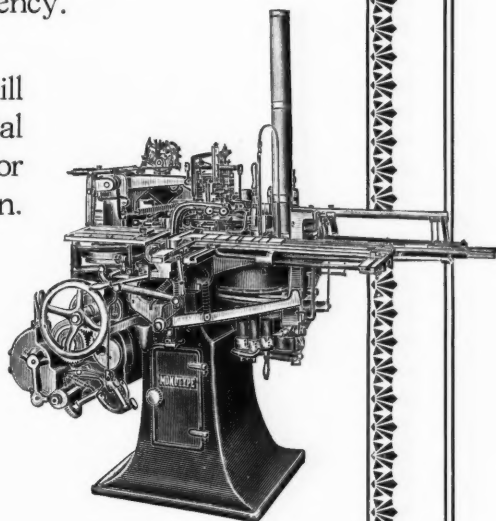
Encourage your employees who are in the  
draft by assuring them of employment upon  
their return.

Install modern labor-saving machinery to  
increase the efficiency of those not yet  
called and those who, for physical reasons,  
are unable to go into the fighting force.



Teach all your compositors the modern  
Monotype methods of composition and  
composing-room efficiency.

Install Non-Distribution so that there will  
always be an abundance of new material  
for your compositors and new type for  
each job, to save the time of your pressmen.



LANSTON MONOTYPE  
MACHINE COMPANY  
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

TORONTO

Monotype Company of California, SAN FRANCISCO



# IT PAYS TO KIMBLEIZE

Messrs. Brown, Blodgett & Sperry, of St. Paul, Minn., famed for the class and quality of their catalog, booklet and color printing and lithographing, moved into their new building in February, 1917 — necessitating a change from direct to alternating current motors.

After making an exhaustive study of motors, they installed a complete Kimble Equipment, of over 30 motors, though our prices ruled higher than the other quotations.

After 18 months' continuous service, Mr. John J. Gleason, the Treasurer and Manager, wrote an inquirer:

**"Kimble motors have met every requirement and have done all that the Kimble people claimed for them."**

He could have gone further and said that the saving in electricity, facilitating of output and prevention of spoilage had already paid their entire cost.

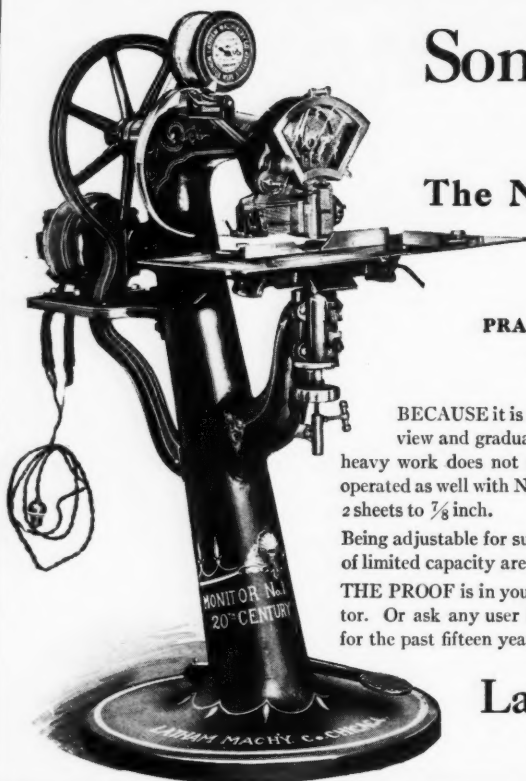
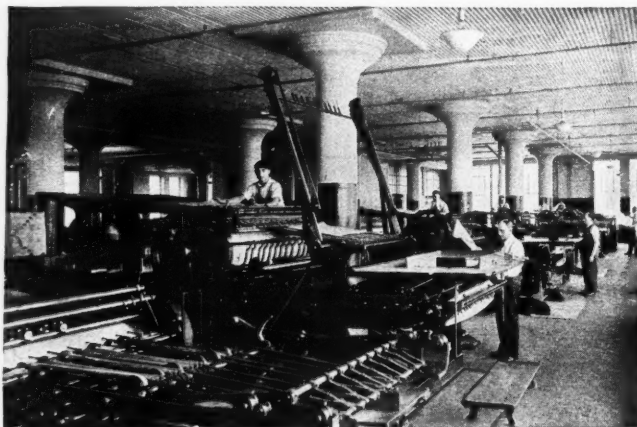
*Whether you desire a single motor or a complete plant equipment send for our bulletins and quotations*



## KIMBLE ELECTRIC COMPANY

635 North Western Avenue

CHICAGO, ILLINOIS



## Some Facts, Reasons —and Proof

### The No. 1 Monitor Wire-Stitcher is

**DURABLE  
TROUBLE-PROOF  
EASILY ADJUSTED  
PRACTICAL FOR LIGHT AND HEAVY WORK  
THE BIGGEST MONEY-MAKER OF  
ANY STITCHER IN A PLANT**

BECAUSE it is of heavy, well-balanced construction. The adjustments are in plain view and graduated to correspond exactly. The support for the staple is such that heavy work does not require proportionately heavy wire, while the machine may be operated as well with No. 30 wire as one of much lighter capacity. It has a capacity from 2 sheets to  $\frac{7}{8}$  inch.

Being adjustable for such a wide range of work it can be operated when other machines of limited capacity are idle.

THE PROOF is in your own plant, under your own conditions, and with your own operator. Or ask any user in any city—they are everywhere—who has used this machine for the past fifteen years or more. Then—order a machine for 30 days' trial.

## Latham Machinery Company

CHICAGO NEW YORK BOSTON

# The "Victory" Top

The illustration on this page shows five separately built pieces of furniture which, when assembled as shown here, make what is known as the "Victory" arrangement of the Roberts System. The five pieces consist of two type case

cabinets, each holding 50 cases; two single-tier "Victory" storage cabinets, each holding 25 galleys; and the "Victory" Top. *The type case cabinets are so constructed that they will accommodate the cases that are still being used in the old case frames. This means a great saving in cost of equipment.*

If you still have the old type frames in your composing room, "Victory" will make that room one-third its present size and add untold efficiency. You can put the "Victory" single-tier storage cabinets between any type case cabinets you may now be using and put a "Victory" working frame on top of those cabinets and make your composing room two-thirds its present size.

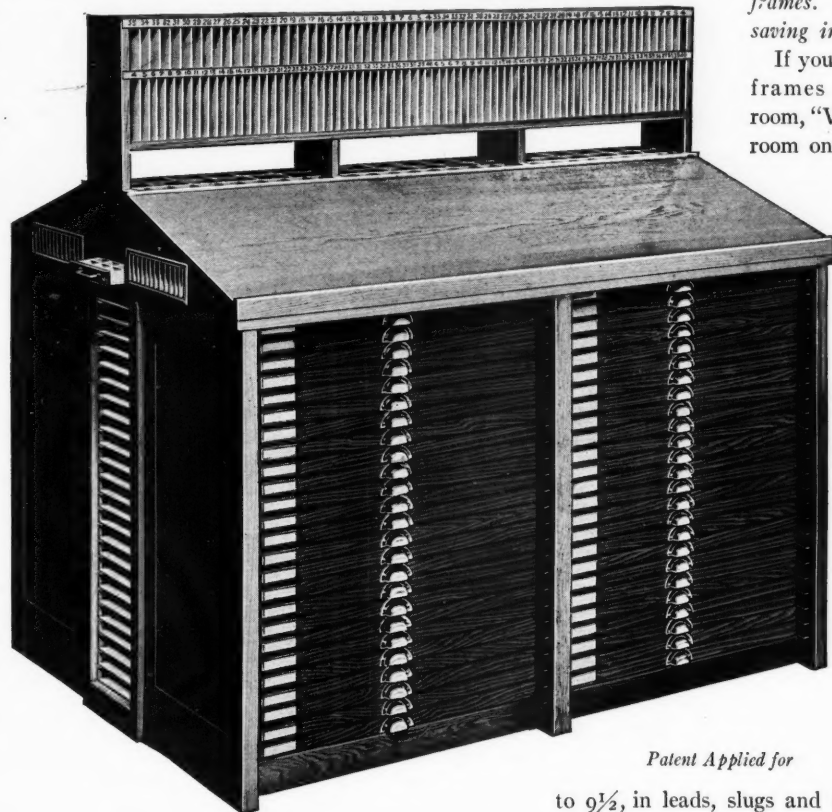
The "Victory" top or working frame holds both leads and slugs in sizes 4 to 40 picas; two kinds of rules in sizes 4 to 35 picas; half sizes,  $4\frac{1}{2}$

*Patent Applied for*

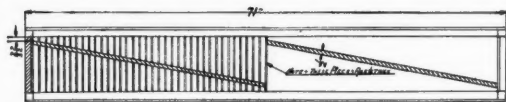
to  $9\frac{1}{2}$ , in leads, slugs and rules; the 3-em, 4-em, 5-em, hair and copper spaces, and the n, m, and 3-em quads of the 6, 8, 10, 12, 14, 18, 24, 30 and 36-point sizes, and small rules and borders, ornaments, etc.

Before buying equipment of any kind for the composing room, send for our booklet "Victory," printed in three colors. It will show you and explain many points not mentioned in the limited space we have here.

With the Roberts System you can be your own efficiency expert. It is the System of Common Sense.



"Victory" holds over 1200 pounds of leads, slugs and rules. Both sides and both ends are identical to that shown in the illustration. The



line drawing shows how the leads, slugs and rules are placed in the top, making it possible for compositors on both sides of the frame to have identical material without interfering with each other.

## ROBERTS FURNITURE COMPANY

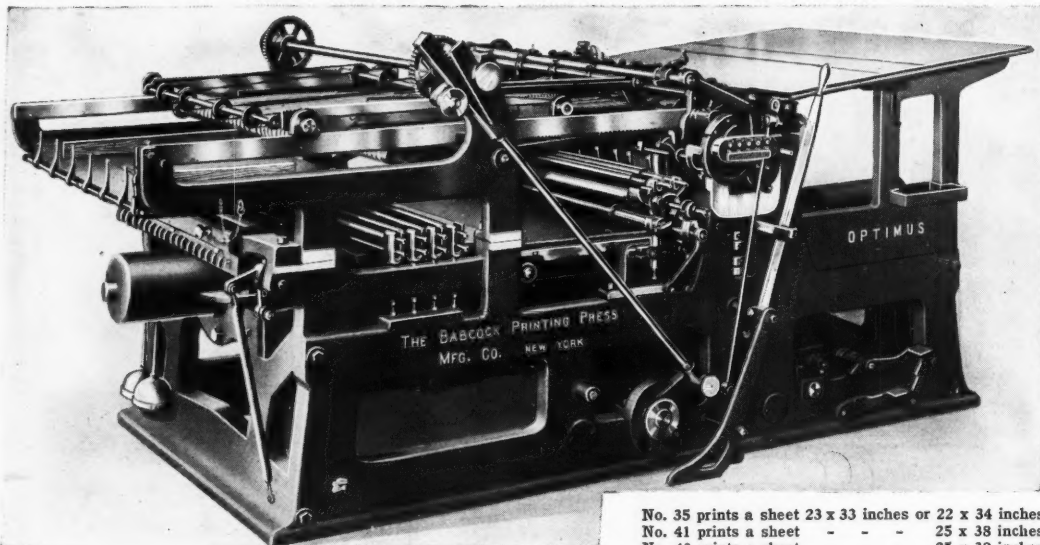
328 East Eighth Street

Cincinnati, Ohio

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT

# BABCOCK PONY "OPTIMUS" PRESSES

*Have never been equaled in printing small forms with big profits*



No. 35 prints a sheet 23 x 33 inches or 22 x 34 inches  
 No. 41 prints a sheet - - - 25 x 38 inches  
 No. 43 prints a sheet - - - 25 x 38 inches

**The Babcock Printing Press Manufacturing Company** New London, Conn.  
 38 Park Row, New York City

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.  
 John Haddon & Company, Agents, London, E. C.  
 Miller & Richard, General Agents for Canada—Toronto, Ontario, and Winnipeg, Manitoba.

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process  
 Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of The Inland Printer since October, 1912. Note that the printing quality does not show appreciable deterioration.



# *Save* Time, Labor, Man-Power!

*This Is No Time For  
Inefficient Equipment*

**T**HE PROBLEM of running your plant, and at a profit, under the handicap of labor shortage, depends largely on the adoption and use of efficiency ideas and efficient equipment.

*In the bindery* the problem is solved by using a Cleveland Folding Machine. It will fold *all your work*—191 different forms—most economically, quickly, accurately, with minimum supervision and minimum spoilage.

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INVESTIGATE THE CLEVELAND!

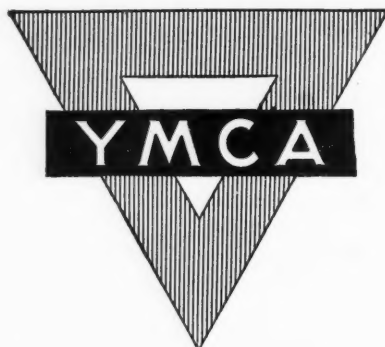
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***THE CLEVELAND FOLDING MACHINE CO.***

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York  
The Bourse, Philadelphia

532 South Clark Street, Chicago  
161 Devonshire Street, Boston



## How the Y. M. C. A. Invested Fifty Millions

**T**HE Y. M. C. A. needs money—one hundred million dollars at least—to carry on its war work. Last year the American people contributed nearly \$50,000,000 to the cause. How was it used?

Read this statement. No fifty millions ever spent has brought so much comfort and happiness to the boys who have left all they hold most dear and gone across to fight our fight.

This money has provided a home for two million boys over there and for another million on this side.

It has built and equipped 538 huts in American cantonments, 550 in France, and the building is going on at the rate of 100 a month.

It has rented great summer hotels at French resorts for the use of the boys on furlough.

It has provided canteens or stores both here and abroad, where the comforts of life are sold at cost.

It has printed and distributed 2,500,000 Testaments, 350,000 song books and 5,000,000 pamphlets.

It has provided educational lectures at-

tended by more than a million soldiers and sailors a month.

It has organized twenty-five theatrical companies, who travel the "Y" circuit all of the time.

It sends 15 miles of moving picture films to France every week.

It has furnished equipment for all athletic sports and secured 1,500 athletic directors to train the men.

It has put "Y" workers on the troop trains, on the transports, at the firing line, in the prison camps—keeping in touch with the boys all the way, ministering to their needs, helping them fight loneliness and idleness—the worst enemy our boys are called upon to face.

*Four allied activities, all endorsed by the Government, are combined in the United War Work Campaign, with the budgets distributed as follows: Y. M. C. A., \$100,000,000, Y. W. C. A., \$15,000,000, War Camp Community Service, \$15,000,000, American Library Association, \$3,500,000.*

Contributed through Division of  
Advertising



United States Gov't Comm. on Public  
Information

*This space contributed for the Winning of the War by*

**THE INLAND PRINTER**

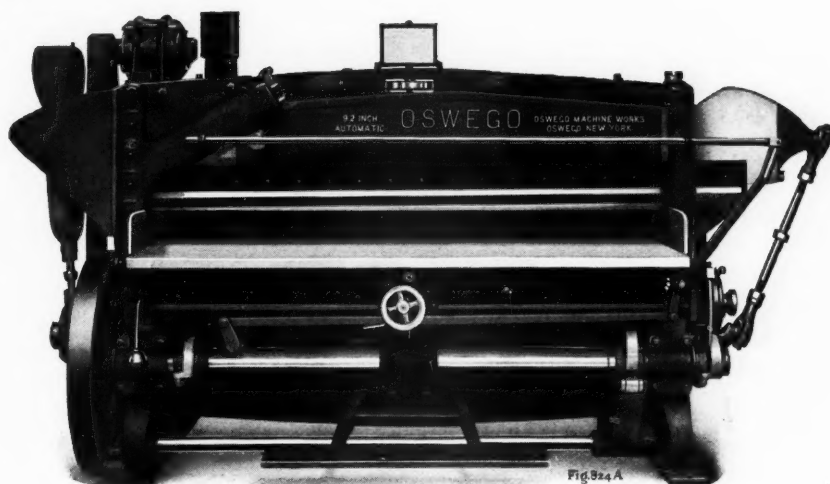
# The Oswego Has a New Knife Motion

The new End-Pull Motion retains all the advantages of the Oswego reliable crank motion, while eliminating all chatter and securing increased power.

It enables a glass face cut on the hardest materials.

In connection with the Oswego Double Shear Motion to the knife, it enables new records for rapid, accurate cutting.

To prove for yourself the value of the Oswego End-Pull Motion, try a cut of hard bond paper on it and compare the results.



## OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

Main Office and Works

OSWEGO, NEW YORK, U. S. A.

New York: 2720 Grand Central Terminal; Chicago: 436 First Nat'l Bank Bldg.; St. Louis: 1500 Central Nat'l Bank Bldg.

### Cutting Machines Exclusively

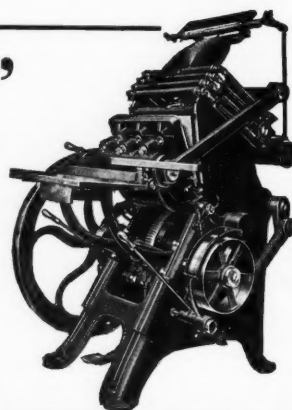
Ninety Sizes and Styles. All generally in stock for instant shipment. The Oswego and the Brown & Carver, 16-inch to 108-inch. For Paper, Board, Cloth, Foil, Leather, Celluloid, Rubber, Cork, etc.

*Sent on request:* The remarkable list of SOME USERS, embracing the entire globe.

**LATEST "PROUTY"**  
 Balance Feature  
 Platen Dwell  
 Clutch Drive  
 Motor Attachment  
*(Unexcelled)*

*Obtainable Through Any Reliable Dealer*

Manufactured only by  
**Boston Printing Press  
 & Machinery Co.**  
*Office and Factory*  
 EAST BRIDGEWATER, MASSACHUSETTS



**F. A. RINGLER CO.**

**DESIGNERS-ENGRAVERS  
 ELECTROTYPERS**

NICKELTYPES ■ STEELTYPES

Steel and Brass  
 Embossing and Printing Dies

**PHOTOGRAVURES  
 AND ARTOTYPES**

MAIN OFFICE  
 40-42 PARK PLACE  
 25-39-41 BARCLAY ST.  
 UPTOWN BRANCH  
 207-217 WEST 25TH ST.  
 NEW YORK

## Our Perfect Printing Plates

### Please Particular Printers

We are making extra heavy shell plates by a lead moulding process without the aid of graphite; an accomplishment that

makes it possible for us to turn out exact, precise and perfect reproductions with every atom of detail preserved.

MOREOVER THESE PLATES ■ ■ ■ ■ ■  
**"Wear Like a Pig's Nose"**  
 and register to a **"Knot's Hair"**

There's more to this process than can be explained here. The details are interesting—let us send them to you or have our man see you personally. Look into this before tackling that particular job you have on hand. We'll send you samples if you like.

*Write now, or 'phone. We're prompt and speedy.*

**AMERICAN ELECTROTYPE CO.**  
 24-30 SOUTH CLINTON STREET Chicago Franklin 2263-2264 Automatic 53-753

## TABULAR WORK ON LINOTYPES

*All Rule Completed on Machine*

For Linotype or Intertype.

*Attached or Removed  
 in Two Minutes—*

*With No Changes  
 Made to Machine.*

THE  
**TABULINE**  
 COMPANY

*Manufacturers and Selling Agents*

**Zent Tabular System for Linotypes**  
 Union National Bank Bldg., Troy, New York

No Intricate Work.

*Automatic Alignment  
 and No "Casting-up"—*

*As Simple as  
 "Straight-matter."*



# Compare!

## The Slow Press Way ➔

Ten platen presses requiring about thirteen operatives which you can not secure in spite of abnormally high wages.

with ➔

## The Meisel Press Way

One MEISEL press on which the same volume of work can be done, but which requires the services of but two operatives.

### *Eventually you will grasp the opportunity*

for PROFIT and SATISFACTION afforded by the operation of Meisel Rotary Presses. You may even grasp that opportunity in desperation to protect your business from the encroachments of far-sighted competitors. Why not be the pioneer in your territory with up-to-date, efficient printing machinery and establish your business on the basis of production which is certain to govern conditions and prices in the future? Investigate now! You'll be surprised at the variety of product it is possible to produce on one of the Meisel presses.

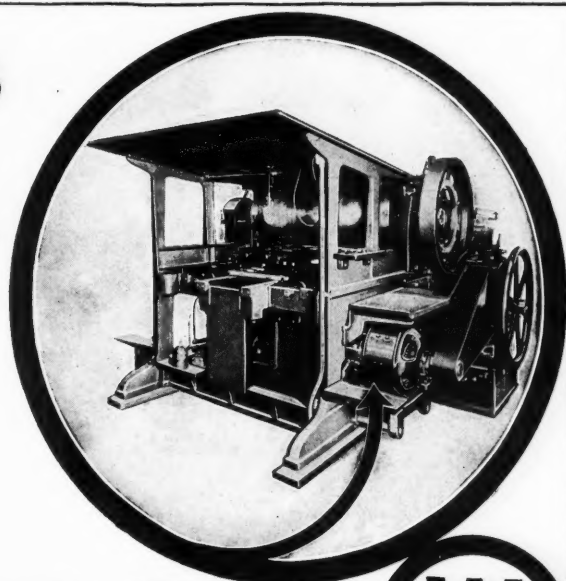
THE MEISEL PRESS MFG. CO., *Boston, Mass.*

## Cline Drives *for* Flat Bed Presses

For eighteen years the Cline Electric Manufacturing Company of Chicago and New York has been equipping printing-presses with motors and control features. Their rigid adherence to the rule that nothing but the best should enter into the make-up of their equipments has led them to choose

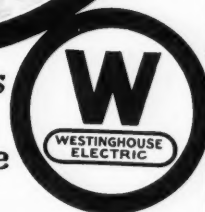
### Westinghouse Motors and Control

Westinghouse Electric & Mfg. Co.  
East Pittsburgh, Pa.



*Flat Bed Press*

*Driven by  
Westinghouse  
Motor*



# Westinghouse



## **The Paper Industry Can Not Make Anything Better**

**T**HE highest class printer or lithographer in the trade, or the most exacting advertiser in business, can use Systems Bond with credit, for Systems Bond has honest quality built right into it. All can use it with profit, too, for Systems Bond is astonishingly low priced.

# **SYSTEMS BOND**

It's merely a matter of brains and manufacturing efficiency.

Printers and Lithographers like Systems Bond because it helps create good will between them and their customers.

Systems Bond is also made in linen finish for note and letterhead paper. Sample sheets of all kinds on request.

### **Eastern Manufacturing Company**

GENERAL SALES OFFICE

**501 Fifth Avenue, New York City**

MILLS { Bangor, Maine  
Lincoln, Maine

WESTERN OFFICE  
1223 Conway Building, Chicago, Ill.



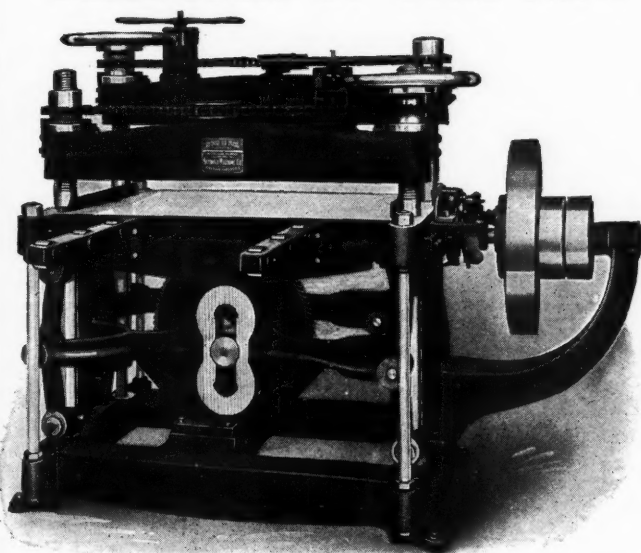
## SOMETHING NEW

**T**HE SEYBOLD DOUBLE HEAD DIE PRESS has been designed and produced to meet the demand for a strong, reliable Die Press for small work such as dieing out Labels, Paper Novelties, etc.

This machine is similar in principle to our Single Head Die Press, except that it has two Heads 7 in. deep which operate with a reciprocating movement.

The design of the machine allows two or four Operators to work on it at the same time, **EXPEDITING WORK AND REDUCING OVER-HEAD COSTS TO A MINIMUM.**

**INVESTIGATE THE PROFIT-MAKING FEATURES OF THIS NEW MACHINE.**



**It Lowers the Cost  
and Raises the Output**

*Ask for a demonstration and  
judge it by its Performance.*

**The  
Seybold Machine  
Company**

*Main Office and Factory*  
**DAYTON, OHIO**

*Branches and Agencies in*  
**New York, Chicago, Atlanta, Dallas,  
San Francisco, Toronto, Winnipeg,  
and London, England**

# Reliable Printers' Rollers

## Sam'l Bingham's Son Mfg. Co.

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### PITTSBURG

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609-611 Chestnut Street

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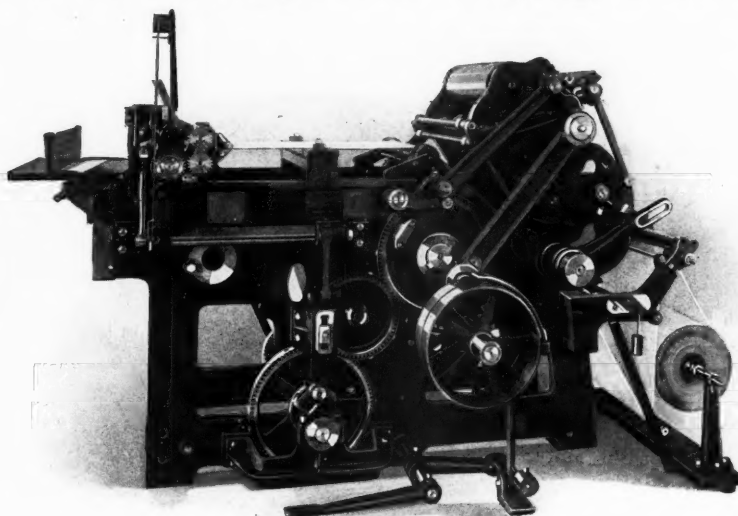
Shuey Factories Building



# —WIN THE WAR!—

**Kidder Presses Are Helping to do it**

We Are  
Now  
Doing  
Our  
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Building  
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for  
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on  
Gov't  
Work.



For That  
Fast  
Gov't  
Job  
You  
Should  
Surely  
Have  
an  
Automatic  
Kidder  
Press.

**KIDDER PRESS COMPANY, DOVER, N. H.**

NEW YORK, 261 BROADWAY

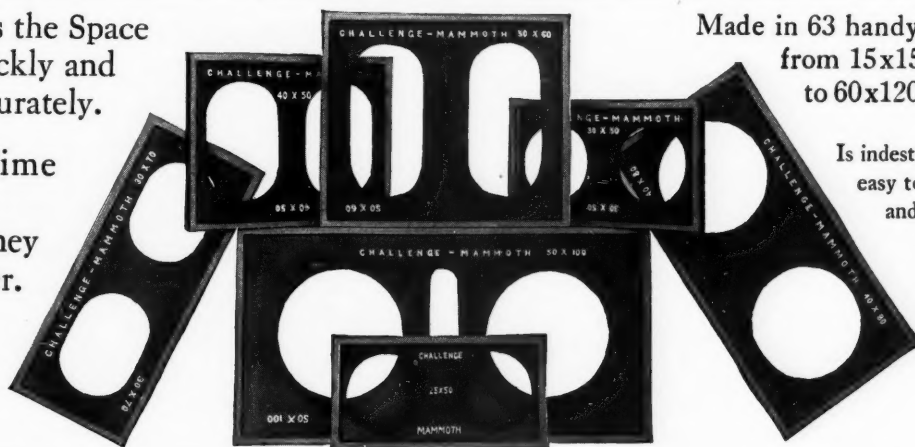
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## Challenge Mammoth Iron Furniture

Invaluable for large open forms such as loose-leaf and blank-book work, blank pages in catalog forms, blanking out in color and folding box forms, etc.

Fills the Space  
Quickly and  
Accurately.

A Time  
and  
Money  
Saver.



Made in 63 handy sizes,  
from 15x15 picas  
to 60x120 picas.

Is indestructible,  
easy to handle  
and light in  
weight.

WRITE FOR PRICES AND COMPLETE LIST OF SIZES OF THIS INDISPENSABLE FURNITURE

**The Challenge Machinery Company, Grand Haven, Mich.**

CHICAGO: 124 S. Wells Street

NEW YORK: 71 W. 23d Street

# New Scott Cylinder Presses

*Ready for Immediate Delivery*

## Two-Revolution Presses

Two No. 4 Presses, bed 26x36 inches, matter 22x32 inches, two form rollers, Front Fly Delivery.

Two No. 5 Presses, bed 29x42 inches, matter 25x38 inches, two form rollers, Front Fly Delivery.

One No. 4 Press, bed 27½x36 inches, matter 22x32 inches, four form rollers, Front Fly Delivery.

One No. 8 Press, bed 41½x52 inches, matter 35x48 inches, four form rollers, Printed-Side-Up Delivery.

One No. 4 Press, bed 26x36 inches, matter 22x32 inches, four form rollers, Printed-Side-Up Delivery.

One No. 5 Press, bed 29x42 inches, matter 25x38 inches, four form rollers, Front Fly Delivery.

One No. 7 Press, bed 38x51 inches, matter 33x47 inches, two form rollers, Rear Fly Delivery.

One No. 10 Press, bed 47x62 inches, matter 41½x58 inches, four form rollers, Front Fly Delivery.

## Drum Cylinder Presses

One No. 1 Drum Cylinder Press, bed 17x22 inches, matter 13x18 inches. Box frames, rack and screw distribution, air springs, tapeless delivery.

One No. 4 Drum Cylinder Press, bed 27x36 inches, matter 22x32 inches. Extra heavy, four tracks, four air chambers, direct drive, box frames.

One No. 6 Drum Cylinder Press, bed 33x47 inches, matter 28½x43 inches. Prints a six-column quarto newspaper; a good press for job-printing.

## Used Two-Revolution Presses

**That May Suit Your Requirements**

Cottrell & Sons Two-Revolution Press No. 5, Style K, bed 33x46 inches. Matter covered by four form rollers 29x44 inches. Geared roller distribution, front fly delivery.

Cottrell Two-Revolution Press No. 7, bed 35x52 inches. Matter covered by four form rollers 31x48 inches, table distribution, rear tapeless delivery, four tracks, air springs, box frames. This machine has trip, back-up, slitter and counter.

Babcock Optimus Two-Revolution Press. Bed 35x52 inches. Matter covered by four form rollers 31x48 inches, table distribution, angle rollers and arranged for motor drive.

Cottrell Two-Revolution Press No. 8, bed 38x55 inches. Four form rollers, table distribution, four tracks, air springs, box frames, rear fly delivery. This machine has trip, back-up, counter and slitter.

Cottrell Two-Revolution Press No. 9, Style K, bed 43x56 inches. Matter covered by four form rollers 38x52 inches. This press has four tracks, table distribution, front fly delivery.

Cottrell & Sons Flat-Bed Perfecting Press. Type beds 43x62 inches, matter covered by four form rollers 35x58 inches. Press has table distribution, front fly delivery and shifting tympan to prevent offset.

*All machines on this page offered subject to previous sale*

## WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

**Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.**

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# Plate-Mounting Systems for Every Printing Requirement—

The results of "deductive creation" based on scientific and classified investigation, study and practical experience.

## WARNOCK DIAGONAL BLOCK AND REGISTER HOOK SYSTEM

The system par excellence for intricate register work and process printing, or where extremely narrow margins are required. The universal system—95 per cent of all plate printing can be accomplished with this system.

## STERLING ALUMINUM EXPANSION BOOK BLOCK SYSTEM

This system is designed to meet fully the demands of bookwork from plates of one-color printing. The great majority of edition book printers have standardized this efficient plate-mounting system.

## STERLING SMALL SECTIONAL SYSTEM

Especially designed for handling work in which type matter or wood-mounted electros and originals must be printed in conjunction with unmounted electros. Assuredly a versatile and profitable system for the printer.

*Determining upon installation of plate-mounting equipment is a serious matter—investigate them all. A large book explaining the operation of these three leading systems sent free upon request*

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**THE PRINTING MACHINERY CO.**

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## Profit Producing Cost Reducing Equipment

ROUSE  
PAPER-LIFTS

ROUSE  
REGISTER-HOOKS

ROUSE  
COMPOSING-STICKS

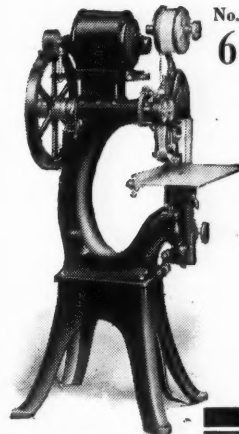
ROUSE  
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Specialties which turn losses into profit for the printer. Particulars, prices, etc., on each or all of above-named items sent upon request.

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No. 6

### MORRISON PERFECTION WIRE STITCHER

THE machine that will do as perfect work on two thin sheets of paper as upon a book seven-eighths of an inch thick—which can not be put out of order by the greenest of help—is entitled to the sincerest consideration of every employing printer, especially if he realizes the dangers of overequipment.

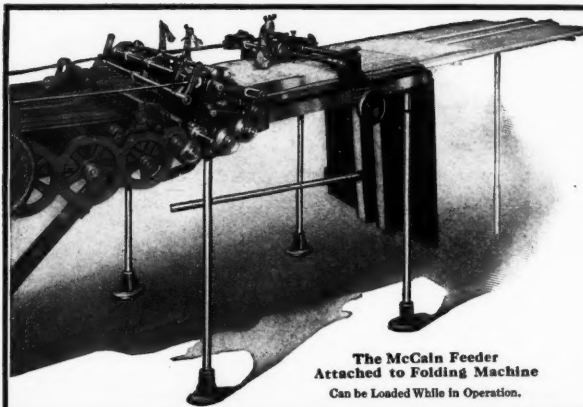
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**J. L. MORRISON CO., Inc.**

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NIAGARA FALLS, N. Y.

ST. PAUL  
C. I. Johnson Mfg. Co.



The McCain Feeder  
Attached to Folding Machine  
Can be Loaded While in Operation.

## The Human Element is Uncertain

PRODUCTION EXPERTS of Big Steel Industries State  
Output for July Was Cut 20% by Hot Weather.

Uniform Maximum Production is obtained only when dependence upon human hands is eliminated as far as possible.

## THE M<sup>C</sup>CAIN Automatic Feeder

For Anderson, Hall, Dexter, Brown and Cleveland  
High-Speed Folding Machines gives the printer  
maximum production under any and all conditions.

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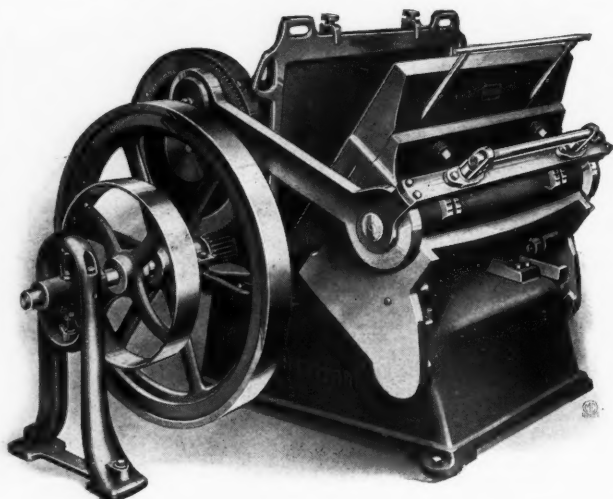
**McCain Bros. Manufacturing Company**

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## MAXIMUM WEIGHT, STRENGTH, SPEED AND DURABILITY

"A machine that has proven its worth in a thousand shops"—more used in this country than all other makes combined.

# The Hartford Cutting & Creasing Press



Has no equal for cutting and creasing folding boxes and other paper containers; cutting out photo mounts, calendars, advertising novelties, sample cards, tags, labels and egg cartons; also gaskets and other shapes of cork, leather, cloth, etc.

Equipped to order with HARTFORD Electric Embossing Plate Heater for hot and cold embossing; hot stamping, book-cover inlaying and all such work.

Made in four Standard sizes:

No. 1, 1 1/2, 22 1/2 x 30 1/4 in. No. 3, 27 x 40 in.  
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Inside chase.

### Improvements

Automatic Platen Guard; Instantaneous Adjuster Bar; Automatic Counter; Gear Guards; Steel Inserts in large Gears; Safety Floor Stands; Split Pinion Shaft Boxes; Driven Bridge Shaft; Steel Rocker Seats; Double Heel-Locks, etc.

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One steel Platen Plate; one steel and two Cast-Iron Chases; two Feed Tables and Stands, complete; two Floor Stands; choice of Tight and Loose Pulleys with Belt Shifter for steam power or Single Pulley for Motor Drive; Foot Brake and two Wrenches.

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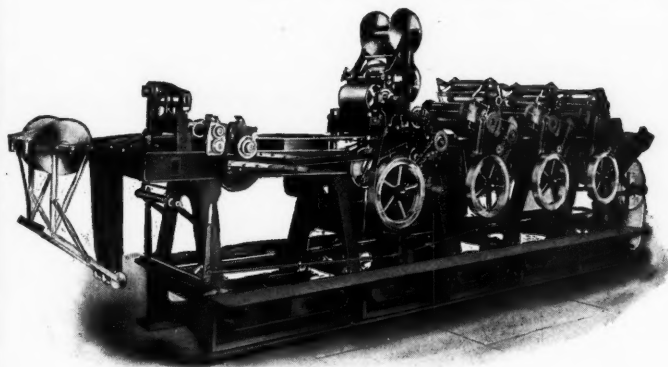
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NEW YORK	ATLANTA	DETROIT	MINNEAPOLIS	SAN FRANCISCO
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Paper Cutters  
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Boston Wire Stitchers  
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# New Era Multi-Process Press

**This is the Era of Specialists  
This is the Press for Specialties**



**5,000—8,000 IMPRESSIONS PER HOUR**

**Can Be Assembled to Print in ANY  
NUMBER of COLORS on ONE or BOTH  
SIDES of stock**

**Uses Flat Plates or Type**

**Automatic Roll Feed**

**Rigid Impression Easy Make-Ready**

**Splendid Distribution**

**Attachments to Punch, Perforate, Cut to  
Size and a Great Variety of  
Other Operations**

**ONCE THROUGH THE PRESS  
COMPLETES JOB**

**Prompt Deliveries of Work Mean  
Pleased Customers**

This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

Ask us what we can do for you along the line that you are considering specializing in, sending samples to show the operations so that we can quote you on a suitable Multi-Operation Press for your work.

**Built by The Regina Company** Manufacturers of  
High-Grade Specialties  
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*A Deep Jet Half-Tone*

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As black as its name implies  
Suitable for the finest  
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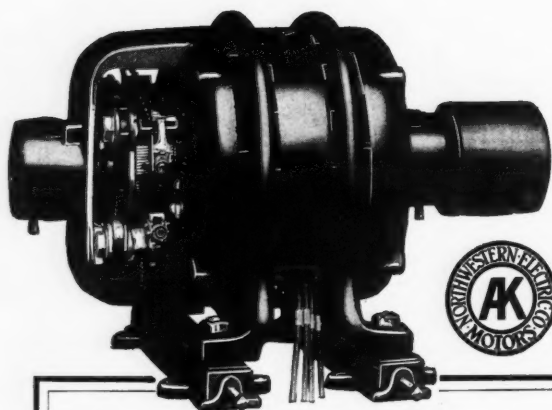
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It is worth having, because  
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*The Sample Book will be  
mailed on request.*

When you write, mention Dept. B.

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**PUSH-BUTTON  
CONTROL MOTOR**



This new development in power equipment supplies the printer's demand for variable speeds easily and quickly obtained.

It supplies 49 distinct and finely graded speeds—the right speed for maximum production of each particular job.

No lost time in finding the proper speed. No danger of shocks or accidental starts.

**No Sparking—No Fire Risk**

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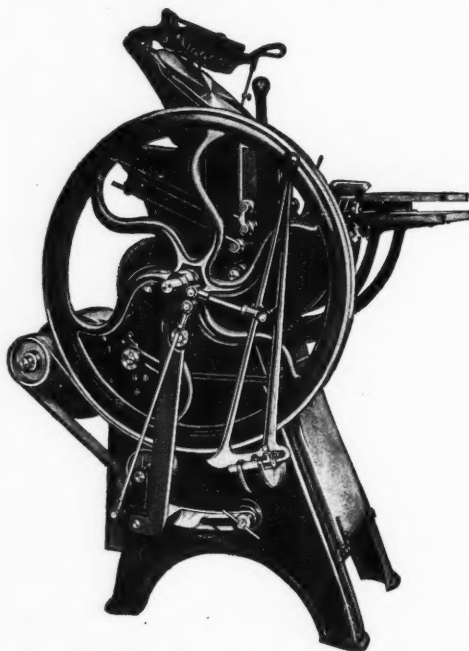


Distinguished for over half a century for their superior strength, freedom from imperfections, beautiful finish and splendid writing, ruling and erasing qualities.

*May we send you complete samples?*

**BYRON WESTON COMPANY**  
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## For the Small Work *Economically and Quickly Done—* **THE PEARL PRESS**



### Six Strong Points of the Pearl Press

**1. SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

**2. Easy Operation.**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

**3. Durability.**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

**4. Strength.**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

**5. Noiseless.**—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

**6. Cost.**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

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Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE

**AMERICAN TYPE FOUNDERS CO.**

*Also Type Foundries and Dealers Generally*

# Add Years to the Life of Your Presses

By reducing press strain through lessening the necessary impression **Carmichael Relief Blankets** will add years to the life of your presses. When

## CARMICHAEL RELIEF BLANKETS

PATENTED

*For Cylinders, Jobbers and All Hard Packing Presses*

are used, on a cylinder press for instance, the press strain is so light that the press may be stopped in the center of a large form and started again by advancing the controlling-lever but two notches. Your presses are worth more today than ever before and it means money to you to protect them.

Also, **Carmichael Relief Blankets** are **guaranteed to cut your make-ready costs from one-third to one-half**—to enable you to make earlier deliveries—to increase your production—to make many times their cost for you every year. They make the use of overlays unnecessary and they will not allow a matrix to form in the tympan even on the longest of runs.

### TAKE NO RISK—THIRTY DAYS' FREE TRIAL AT OUR EXPENSE

Reliable printing-houses may purchase one or more of these blankets on 30 days' free trial. Order your trial blankets now, or write for further information. To delay this until tomorrow means one more day of ordinary profits—one more day of ordinary production for you.

#### Representatives Wanted

We have an attractive side-line proposition to offer capable, reliable salesmen calling on the printing trade, who have established territories.

MANUFACTURED AND SOLD BY

**CARMICHAEL  
BLANKET COMPANY**

ATLANTA, GEORGIA

#### Pacific Coast Address

**Carmichael Blanket  
Company**

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SILFOIL conserves the tin which our Government needs so badly.

SILFOIL conserves shipping space, because there are many more wraps to the pound.

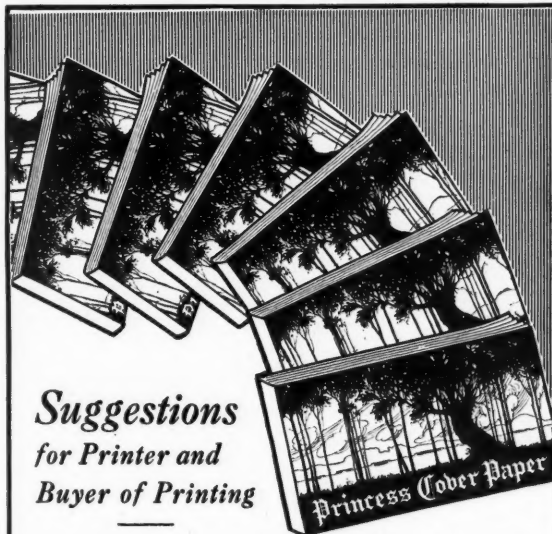
SILFOIL conserves money, because it is cheaper than tinfoil, and just as effective and attractive.

We can furnish promptly, thus eliminating waste and delay. Made in several weights and grades, waxed or unwaxed, plain or embossed.

*Send for a handsome Specimen Book  
of SILFOILS.*

**NASHUA GUMMED &  
COATED PAPER CO.**

NASHUA, NEW HAMPSHIRE



## Suggestions for Printer and Buyer of Printing

The unlimited artistic possibilities of PRINCESS Covers, as well as their splendidly practical printing and embossing qualities, are clearly demonstrated in the new XTRA Sample-Book of Princess Covers. This unique display suggests a remarkably wide range of cover treatments, all of which have been proved satisfactorily practicable. You will find this book both helpful and interesting.

*Send for your copy of the XTRA Sample-Book, and the latest  
XTRA, that unusual Dexter house-organ.*

**C. H. DEXTER & SONS, Inc.**  
WINDSOR LOCKS, CONNECTICUT

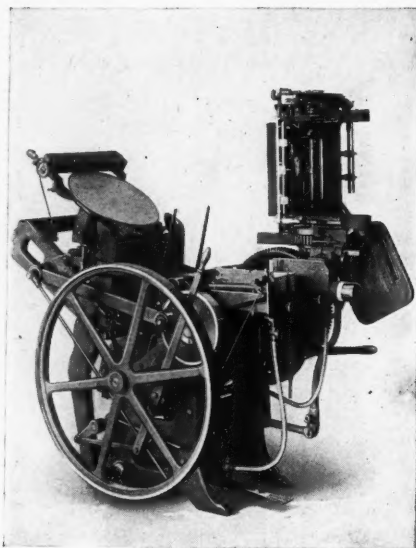
# Miller Feeders and the War

## WAR-TIME EFFICIENCY

demands the substitution of automatic feeding for the slow, expensive and unreliable hand feeding. Miller Feeders save time, money, MEN—and the Government needs MEN.

### 10X15

Feeds any size  $3\frac{1}{2} \times 5\frac{1}{2}$  to 10x15, from onion skin to heavy cardboard with perfect register on all color work. Can be attached to Old or New Series C. and P. Presses.



Feeder Raised to Facilitate Make-ready

### 12X18

Feeds any size  $5\frac{1}{2} \times 8\frac{1}{2}$  to 12x18, from onion skin to heavy cardboard with perfect register on all color work. Can be attached to Old or New Series C. and P. Presses.

Eliminate waste of materials and labor by adding Miller Feeders. Give your customers maximum efficiency of quality and production obtained from Miller Automatic Feeders.

Miller Feeders and Miller Saw-Trimmers have stood the test of time. They are the recognized standards for printers of every size — Everywhere.

## MILLER SAW-TRIMMER COMPANY

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BOSTON

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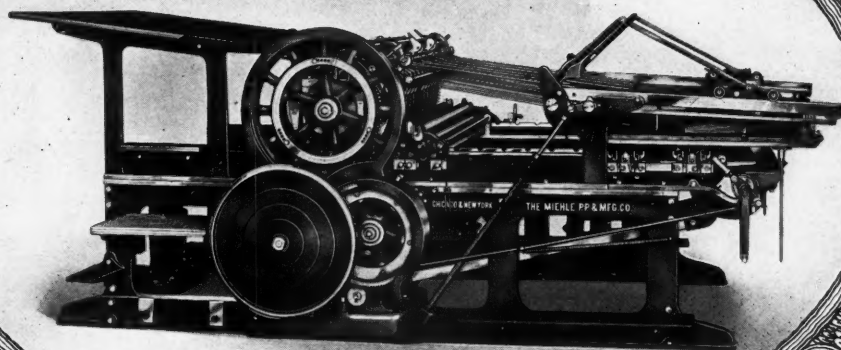
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# The Miehle



## KNOWLEDGE IS POWER

**A**CCURATE knowledge of costs is an essential of success in the printing business today.

The extension of cost finding is the printer's great need. Effort towards this end will benefit every individual printer as well as the industry as a whole.

A necessary corollary of intelligent investigation of costs is the determination to employ only methods and machinery which are truly economical, those which return the greatest possible product for the least expenditure of labor and power, and in which the loss of time and money for repairs is practically negligible.

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**YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED**

## How about the Temper?



We have had 81  
years' experience in tempering  
steel, and we know how. That's why  
our knives wear longer. *Write for prices.*

**The L. & I. J. White Co., 33 Columbia St., Buffalo, N. Y.**



## STITCHING-WIRE

DOMESTIC: All sizes wound on regulation 5-lb. spools.

EXPORT: All sizes wound in 2-kg. coils to fit standard holders.  
Wire furnished in metric or standard American gages  
and weights. Sample-card on request.

ALL ORDERS MUST COMPLY WITH GOVERNMENT REGULATIONS

**CHICAGO STEEL & WIRE CO.**

GENERAL OFFICES AND WORKS

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CABLE ADDRESS: CHICAGO STEELWIRE CO., CHICAGO.

## Seven Hundred Satisfied Users

### *Boston Wire Stitcher No. 2*

THE NEW MODEL HIGH-SPEED BOSTON WIRE STITCHER No. 2  
has a capacity of from two sheets to one-quarter inch; flat  
and saddle tables; single adjustment for all parts; operating  
speed from 125 to 250 stitches per minute; friction clutch;  
overhead belt or electric motor drive

SEVEN HUNDRED New Model High-Speed Boston Wire Stitchers Number Two  
have been sold within the last four years. Customers who desire early shipments  
should send in their orders as early as possible. The Number Two Boston Stitcher  
may be ordered from any of our Selling Houses, or from dealers east and west

*For Prices and Full Information regarding Boston Wire Stitching Machines write to the*

**AMERICAN TYPE FOUNDERS COMPANY**

GENERAL SELLING AGENT FOR BOSTON WIRE STITCHERS

Set in Goudy Oldstyle and Goudy Italic

## Your Liberty Bond— Thrift Stamps and War-Savings Certificates

were probably printed on a press controlled by

### "Just Press a Button"

system of automatic control of all motor-driven machinery chosen by the U. S. Bureau of Engraving and Printing, the Government Printing Office, the Curtis Publishing Company, the Philadelphia Public Ledger, and many others, because of the simplicity, economy, safety and operating efficiency of

## The Monitor System

Fool-proof—no delicate parts subject to constant accident — but positive, accurate control of motor-driven presses.

For details write

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SWEEP-O used when sweeping will keep dust from flying around.

Employees work better.

Printed sheets are not spoiled.

Ink fountains are cleaner and ink works smoother.

It only **\$250**  
Costs

for a 100-lb. steel drum containing 100 lbs. The drum is useful after contents have been used.

*SWEEP-O is the original sweeping compound. Its sales are the largest because it is recognized as the best.*

Send today—money returned if not more than pleased.

**Great Western Cleaner Co.**  
Broadway and Walnut, St. Louis, U. S. A.

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VOL. 62, No. 2

NOVEMBER, 1918

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, EDITOR

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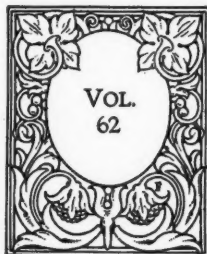
"MY COUNTRY!"

□

EMIL SOUVESTRE

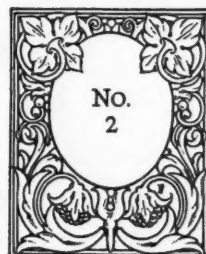
*French Author, Soldier  
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# The INLAND PRINTER

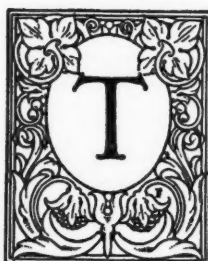
*The Leading Trade Journal of the World  
in the Printing and Allied Industries*



NOVEMBER, 1918

## ABNORMAL COSTS\*

By J. M. THOMSEN



THESE are abnormal times. Seventeen months ago our country entered into the world war for democracy. More than one-half of our man power is directly or indirectly connected with this the greatest war the world has ever known. While one-tenth of our man power has been or will be called to the colors, four-tenths of the man power or producers are working in industries essential to winning the war, leaving only five-tenths of the workers in this country following their usual pursuits in life. In the five-tenths are included the farmers and the railroad men, and if these are placed in the essential class—and they should be, for it is claimed the farmers are as essential as the men and women working in the ammunition factories, and the Government has proclaimed our railroads as essential, in that all the great roads are under government control—only two-tenths of our man power is left on which to draw for the working force required to man such industries as are not considered essential to winning the war. This winning the war is the one task before us today, and all other things, no matter how important they may seem to us, are and must be subordinated to it.

Our President and our Congress have called the flower of our manhood to fight our battles for us. Your boy—my boy—is over there, or sailing the deep blue sea, or in the cantonment, awaiting orders to sail at any moment. And many thousands more are ready to enter the training-camps. The millions of young

men now in the army and the navy are the finest and noblest the world has ever known. Taking these men—the best producers we have—out of our industries, and placing them in the active service of our country, caused the abnormal conditions under which we live.

Abnormal times have produced abnormal costs. Every article of food, every article of clothing, every article made in our great factories, whether a necessity or a luxury, costs much more, and some many times more, than four years ago. Laborers today in many instances are earning 100 per cent more in wages than was paid them in 1913; and artisans in many of our factories are coining money—making it so fast that they hardly know what to do with it. When a man that is not even rated as a first-class mechanic, and that can not write his own name, can make a weekly bonus of \$36, times must be abnormal.

These abnormal conditions are also affecting the printing industry. Everything going into the making of a book, the getting out of a catalogue, the publishing of a magazine or newspaper, the printing of a simple business-card or letter-head, has greatly increased in price, and on some of these articles the manufacturer will not even quote a price, nor state a time when delivery can be made. Not knowing what his costs are going to be, the printer is asked to quote prices on work to be done for his customers.

Let us examine into some of the reasons for these abnormal costs as they are related to the printing business. One of the items, and a large item, entering into our costs is paper. A No. 1 machine-finished paper that sold at \$3.45 per 100 pounds at the mill to jobbers in 1913 now sells for \$8.25 for 100 pounds at the mill—an increase of 139 per cent. A mill that makes quite

\*An address delivered by J. M. Thomsen, of the Methodist Book Concern, Cincinnati, Ohio, before the convention of the United Typothetæ of America.

a variety of papers — writings, bonds, ledgers, etc. — received an average of 6 cents a pound for its product at the mill in 1913, and today the average price per pound is 12 cents — an increase of 100 per cent. A sulphite bond made by this mill was sold for 6 cents a pound by the Cincinnati jobbers in 1913, today it sells for 15 cents a pound — an increase of 150 per cent.

But let us look at the comparative costs of some of the materials entering into the making of paper. Rags, third blue, costing \$1.40 per 100 pounds in 1913, now cost \$4.75 — an increase of 239 per cent, and these are the rags used in most of the papers you and I purchase. New rags went from \$4 per 100 pounds to \$10 per 100 pounds in the same period — an increase of 150 per cent. The chemical wood-pulp used in making paper increased 102 per cent in price in the last five years. The average increase in the cost of the following items entering into the making of paper, namely, bleach, lime, alum, rosin, glue, starch, clay, filler, silicate and lumber, is 71 per cent. The price of wires and felts has increased 139 per cent, and there has been an increase of 102 per cent in the wages paid the men working in the paper-mills in the last five years. Fuel has increased 174 per cent in price. I have said nothing about the increased price of dyes used at the mills. Permit me to give you two items only. These are exceptional. Going into the room where the dry colors were kept, the owner pointed to a keg on an upper shelf containing blue dyes, and stated that he formerly paid 60 cents a pound for that blue, and now it was costing him \$9 a pound — an increase of 1,600 per cent; and then he referred to a green that formerly cost 36 cents a pound for which he now pays \$18.

Another great item of expense in the printing business is the ink. In going over the prices now paid in our plant compared with the prices paid in 1913, I find an average increase in the price of cover blue, the chromatic colors, job-press black, blue and red job-inks, etc., of 52 per cent. I also find that there has been practically no increase in the price of the cheaper black inks, no increase in job blacks, and only a very small increase in the half-tone black. But let us look at some of the increases inkmakers are paying for the materials used in the making of ink: rosin, 247 per cent; linseed-oil, 332 per cent; gas black, 471 per cent; blue toner, 247 per cent; crude oil, 200 per cent; pigments for red, 1,050 per cent; chemicals for blue, 2,066 per cent. Then we must also consider the increased fuel cost of 102 per cent, the increased labor cost of 60 per cent, and the increased cost of machinery and repairs of 100 per cent. And at these increases they are not able to buy the materials required in large quantities, and frequently not at all. With these figures staring us in the face, is it any wonder that salesmen have been instructed not to endeavor to sell the cheaper inks? And are you not surprised that ink is sold at prices

prevailing today? I know from personal interviews held with some of these men that they care little whether school keeps or not.

All printers use more or less of bindery materials. There has been a marked advance in these. Let me mention some, giving the prices paid in Cincinnati in 1914 and 1918: Common cloth, 94 per cent; vellum de luxe cloth, 162 per cent; imitation leather, 162 per cent; No. 1 heavy red buffing, 166 per cent; law skiver, 100 per cent; binders' board, 157 per cent; gold leaf, 54 per cent; glue, 133 per cent; wire, 60 per cent; soft twine, 125 per cent; linen and cotton thread, 175 per cent — an average of 126 per cent.

Let me here give the increases on some of the supplies purchased by us, 1918 over 1913:

In the electrotype foundry we paid the following increases: Pig lead, 97 per cent; electrotype metal, 62 per cent; tin-foil, 117 per cent; beeswax, 56 per cent; copper anodes, 60 per cent.

In the pressroom we find the following: Gasoline, 60 per cent; coal-oil, 125 per cent; wipers, 157 per cent; composition rollers, 247 per cent.

Purchases made for the composing-room show the following increases in materials: Monotype metal, 76 per cent; pig tin, 101 per cent; linotype metal, 73 per cent; padding-glue, 186 per cent.

These are times when our Government expects us to make use of such machinery as we have and discourages the buying of new. If today we bought an additional cylinder press, we would pay about \$5,000 for a press that a few years ago could have been bought for \$3,000, and the price of the press has not advanced in proportion to the increased cost of material and labor entering into the building of the press, for labor has advanced 65 per cent and the pressbuilder today is paying an advance of not less than 140 per cent on all materials and castings going into the printing-press.

And what applies to the printing-press will apply to all machinery used in this industry. If prices have not advanced anywhere from 50 to 100 per cent, it is only a question of time when they will do so. In figuring today one should not fail to consider what it will cost to replace old machinery with new.

Then there are other materials that must not be overlooked. All offices, no matter how well equipped they may be with typesetting machinery, must buy more or less from the typefoundry. Body type has increased 64 per cent in price in the past few years; job-type, 67 per cent; brass rule, 88 per cent; cabinets, cases and stands, 40 per cent; and there are other items too numerous to mention.

One item we must not overlook, and that is the increased wage paid to our employees — and it does not yet appear what it will be. Figures are not available showing the increases in wages paid in various

cities in the United States; but taking our own plant, the increases range from 10 per cent to 37 per cent, and show that a 20 per cent increase is a fair average. There are plants in Cincinnati that are paying a greater increase than we are, and there are other plants that are paying less. But in cities like New York, Chicago, and cities on the Pacific coast, increases in wages have been granted that far exceed the 20 per cent paid in Cincinnati.

There is, however, a matter far more serious than the increase in wages paid everywhere, and which in the printing industry is far less than that paid in other lines. Let me simply refer to figures contained in this paper. The increases mentioned are as follows: To workmen in the paper-mills, 102 per cent; in the ink-factories, 60 per cent; in the machine-shops, 65 per cent. If your experience is the same as the experience at the Methodist Book Concern, then, while there has been an average increase in wages of 20 per cent, there has been an average increase in the hour-cost of 35 per cent. The men are not producing as much today as they did five years ago. A similar condition was found in one of the paper-mills I visited, and also in one of the ink-factories. And one must not charge the men with laying down on their work. I believe our men at least are working as hard today as they ever did, and in the other industries the loss in production was attributed to the frequent changes in the working force. The main cause, as I view it, is that the men today are not as steadily employed as in former years. Work in many of the departments is either a feast or a famine — either more work than they can handle or very little to do. This results in much unchargeable time. With the present scarcity of skilled labor, one holds on to what help he may have, even though one can not keep the help constantly employed.

In the foregoing I have presented an array of facts and figures on abnormal costs that are almost startling. They were to me, and must be to you. They came to me in homeopathic doses; and you are taking them in all at one time. But in the words of the preacher, "Let us hear the conclusion of the whole matter." And I wish that I had words to picture these conclusions, so that they might be indelibly impressed on the minds of all that hear me today.

Costs seem abnormal to us; but are they? Go back over the figures presented and see if you will not agree with me that the price of book-paper is not too high, considering the prices paid for materials used in making paper and the enormous increase in labor cost. In all probability the price of book-paper will be higher than it is today, and that soon. From the figures submitted, one must conclude that the mills making writings, bonds, ledgers and the more expensive papers are selling their product at a lower price than the cost calls for, and it is only a question of a few weeks or months until

there will be a marked advance in these papers. Our Government has put paper on the essential list. The War Industries Board urges all printers to economize in the use of paper wherever possible. It asks the publishers to reduce the size of their publications, and the book publishers to cut down the number of new titles over that of last year. What for? In order that the United States may supply to our Allies the paper that the Allies can not make, and to supply South America and the islands of the sea with paper formerly purchased in Europe. This tends to increase prices.

The inkmaker must either get more money for his product or get out of the business. He can not sell inks at present prices much longer and continue to exist. The making of ink is not considered an essential industry by our Government, like that of making paper. Unless ink is put on the essential or preferred list the time may come when we can get paper, but not ink.

And what applies to the paper and ink makers will apply to the makers of all other materials purchased by the printer. Were it not that the Government has called a halt on the rise in certain commodities, there is no telling to what heights these would soar.

The fact remains and stares us in the face that all costs entering into the production of a piece of printing will be higher, rather than lower. We call these increases in the cost of materials and labor "abnormal costs." But are these costs abnormal? Compared with the present cost of material and labor they are not. Our costs today are not abnormal. In many cases they are much lower than they should be. Like the paper-maker and the inkmaker, the printer has been sending out estimates and quoting prices based on conditions as they were a year or more ago, hoping to somehow, by manipulating the work in the plant, do it for less money than it could be done for in the past.

Those of us that have cost systems base our costs on a twelve months' or twenty-four months' average. Such an average should be used in normal times — not in abnormal times. Should we not return to the first principles of cost-finding, the very beginning, and instead of using an average of months, use the present costs, the abnormal costs, in all prices that are quoted to our patrons? And one need not make an apology or explanation for the prices that we quote our customers. Order paper today, and order other stock today, and frequently you will be told that no quotation can be given, nor the time stated when delivery will be made, and the price will be the price prevailing at the time delivery is made.

In many industries it is not a question of price — it is a question of getting the goods. Why not let this same rule apply to the printing business? We need an educational campaign to educate the users of printing to buy *now* — *now* is the time when printing will cost less than in the future. *Tomorrow*, prices will be higher.



## HOW CAN THE PRINTER CREATE UNUSUAL BUSINESS?\*

By JAMES M. EVANS



MERE glance at the subject on which I am glad to have the opportunity to talk to you this morning, seems to suggest as the answer some sort of a formula or set of rules which could be applied by any printer to the conditions under which he is working. As a matter of fact,

when I said that I would try to get together some material on "How the Printer Can Create Unusual Business," I did not realize that my interpretation of the subject was so far from a literal one. It was only when one of our boys asked me for the recipe so he could go out and rush in a few orders to boost his sales that I discovered how the subject would be interpreted.

True, it would not be difficult to give some specific examples of how orders have been secured by creative methods — orders which the printer would never have seen if he had not worked out a plan and proved to the customer that it could be used to advantage in his business. It seems to me, however, that the creating of unusual business in our industry ought to be considered by all of us on a broad scale — in fact, most any kind of a scale (one as good as the engravers', for example) for the buyers of printing to use as a guide, which would be a big start toward creating a lot of really unusual business.

Mentioning a scale naturally brings up the price question. It isn't my intention to go into this at any great length, because price really has mighty little to do with creating unusual business. But in this connection I just want to tell you what an advertising manager who is a big buyer of printing said to me a few days ago. We were discussing the present situation in the advertising field, and finally got down to the position of his own company, which has been devoting most of its plant to the production of war material for quite a number of months. In spite of this fact — or because of it — this company has continued to advertise quite extensively. It has been a liberal user of newspaper and magazine space and, strange as it may seem, has bought more direct-mail advertising in the past year than ever before. Naturally, I was interested to find out how he figured it. Of course, I knew he was pursuing the proper course because he was spending money! This is what he told me: "You see we realize

that we will be in a stronger position than most of our competitors if we keep our name and regular product before the public during the war. Some companies are doing this in a limited way in the magazines, but are using very little direct-mail advertising, and it probably seems strange to you that we are using so much. The reason is simply that we know we must *get to the prospect* if we want to keep him interested, because he has so much to read about and think about in connection with the war."

I call this a pretty good boost for the product we printers have to sell.

Continuing, this advertising manager said: "We find, too, that we can place our advertising to so much better advantage now than in normal times. We can get more concessions from publishers because their space is not so much in demand, and we can buy our direct-mail advertising at really unusual prices."

I said to myself, "Well, here is some unusual business that did not have to be created!"

Mr. Buyer then asked me why we printers never seem to have any fixed price. I told him frankly that I didn't know, but again I said to myself, "Another one of those fellows *who have been educated by we printers* to look upon the printer as a man without a price!" And, for my part, I would just about as lief have him look upon me as a man without a country.

Printing is one of the few businesses in the world that is not run on a "pay-as-you-enter" basis. When we put it on that basis, it will not be necessary to do so much creating.

Let us take, for example, the printer whose product is largely so-called advertising literature. How much business does he create that he never sees? Every printer who has worked on this creative business knows.

Now, all this can be changed — changed by the printing organizations represented right here in this convention, if we will only get busy and do it.

How often have you worked out a definite plan for a prospective customer, to find later that it was not *your* plan at all? You really put a lot of time and thought on it and presented it to the prospect in concrete and comprehensive form. He liked it. He said it sounded mighty good to him and he would certainly consider it. He did. The more he considered it, the better he liked it. He considered it so much that before long he considered it his own.

About that time he decided to ask you for a price. You gave it to him. Again he said he would consider

\*An address delivered by James M. Evans, of the Evans-Winter-Hebb Company, Detroit, Michigan, before the convention of the United Typotheta of America.



it. He did, and naturally considered it high, so he outlined his plan to several other printers and asked them to show him what they could do with it. Result, more dummies. Finally the order is placed — with the lowest bidder! Where do you get off on your creative work then? Thank the Lord, they aren't all like that, but there are still more than enough of them!

And why should the customer worry about it, even though he may have bought the most costly one of the whole lot submitted, if judged by results? Weren't you eager to submit this plan of yours, and weren't the other four or five printers just as eager to submit theirs? What would have happened if you had said to this prospect before giving him the plan, "Please pay as you enter"? He probably would have said, "Nothing doing!" But if all the other printers had pointed to the "pay-as-you-enter" sign, it is a certainty there never would have been five or six plans and as many sets of dummies submitted.

Yes, I know that this is old stuff, but, the sooner we realize that we are giving away the biggest thing we have to sell — our creative ability — the sooner the printing industry will be fifth as a business. As an industry, I believe it is rated fifth in size; as a business, about thirty-fifth.

All of us have undoubtedly thought about this, but no one has figured out a way to do it, and I doubt very much whether any one man can figure out a way. But it can be done if we will simply get together and do it.

The time is coming, and I think it is not so very far away, when the successful printer in self-defense will have to have a merchandising organization which will be strong enough to prove its real value to the advertiser. As things are now, the printer simply has an opportunity to "bid on jobs."

All of us have a certain number of regular customers who know what we can do for them. Because of the fact that we do produce results they stick by us, in spite of the fact that their business is on a price basis — the basis which is used frequently as an entering wedge.

In addition to this alluring price which is hung up before the customer continually, we have the specialists of various kinds who try to convince the customer that he can effect a big saving by using the services of the specialist. In this way only one plan is necessary — that of the specialist — and then the customer can give the printers a chance to bid on the job.

If we will just forget this bidding on jobs and get busy creating clients it will not be long before the buyers of printing will realize and appreciate the fact that we have something to sell besides so many pounds of paper and ink.

Is there any good reason why we should not sell our advertising at a fixed price, just the same as the publishers of the big newspapers and magazines sell their advertising at a fixed price?

You never hear of an advertiser saying to the publishers of three or four newspapers in a city, "Here is a schedule, now you fellows get busy and bid on it, and the one who gives me the lowest bid gets the business." You never hear of an advertiser offering the Curtis Publishing Company \$3,500 for a page in the *Saturday Evening Post* just because he can buy a page in some other publication for that price.

The time is coming, gentlemen, when the printers of this country are going to take their proper position as advertising men. But in order to do it they will have to organize, individually and collectively, on a merchandising basis. There are a lot of us today who do not know how to merchandise our own product, to say nothing about helping the other fellow to merchandise his.

I have discussed this subject a number of times with printers and advertising men. The general opinion seems to be that it would cost too much to organize in this manner. Of course it will cost, but we are going to have to put up an argument, just like the farmer who was told by one of his customers that his prices were getting exorbitant. He said, "Well, mum, you see it is this way: When a chap 'as to know the botanical name of wat he grows, an' the zoological name of the hinsect wat eats it, an' the chemical name of wat kills the hinsect, some one's got to pay the bill."

That is just exactly where I claim we are, except that we are the "some ones" who are paying the bill. We are supposed to have a thorough knowledge of merchandising, just as the advertising agent is supposed to have. He gets paid by the man whose product he sells, or by his client — sometimes by both!

If it were possible for one individual organization to work out a plan of this kind, and if I knew how to do it, I would be at the job right now. I know it is not possible, but if we would get together, I say again, it could be done.

One of the things we would have to do would be to make it an iron-clad rule that no member of this organization furnish either plans or dummies without just remuneration. I understand there is one printer who does this now, and maybe there are others, but we all ought to do it. To be successful we will have to do it.

Some of you probably saw the advertisement of the Hammermill Paper Company in the *Saturday Evening Post* of September 14, which says, "You'd startle your tailor if, when you wanted a suit of clothes, you asked him to submit a bid in competition with a dozen other tailors." Of course you would startle him. He doesn't have to sell his product on that basis because his customers have not been educated that way. Do we have to admit that we are not as good business men as the tailors of this country?

In considering the merchandising side of our own business there is another thing we will have to do, and

that is, learn to advertise our own business. A lot of us have undoubtedly given our customers good advertising ideas, and in many cases have been paid for them, but do you realize that mighty few of us know how to advertise our own business? We don't even use good direct-mail advertising — our own product. If we did, this advertising itself would create a lot of unusual business. We don't use other forms of advertising which can be made to produce unusual business.

How many of us believe that the right kind of newspaper advertising will pay? I know that I didn't believe it until we tried it out long enough to prove that it does pay. And right along this line we can take a good lesson from one of the largest publishers in the world, who actually uses direct-mail advertising as one of the important factors in selling the space in his publications.

Right now we ought to be preaching advertising — every one of us. The only reason a lot of manufac-

turers are not advertising today is because we have not preached the necessity of it as we should. They have had a lot of other things on their minds, and in many cases have practically forgotten advertising of all sorts. If there ever was a time when direct-mail advertising ought to be used by many of our manufacturers who have been devoting their energies to war work, now is the time; and it is up to us to do it because they have their hands full. Here is a real chance for us to create some unusual business for men who are too busy to do it themselves.

Of course, we must do everything we can to help win the war. That needn't interfere, however, with helping to put our manufacturers on a basis which will enable them to lick foreign competition in the big commercial war which is bound to be waged, not only in this country but in every other country, just as soon as we have licked the Kaiser.

## CHIEF AMONG THE ESSENTIALS

By O. BYRON COPPER



IN this time of much talk about essential and non-essential vocations, it is well, while giving all due honor to agriculture, to recognize that there are, nevertheless, other trades equally as important and indispensable to the winning of the war as is farming. Of course, we probably should place agriculture at the head of the list, because, in the scheme of nature, food is the first requisite to survival. As Napoleon wisely said, "An army marches upon its stomach." But, there are other considerations: For instance, what good is an army that is not equipped with the modern implements of war — with machine guns, automatics, bayonets, ammunition, etc.? This thought shows us unequivocally how extremely essential are the trades of the various metalworkers, inventors, munition-makers and gunsmiths.

Again, what is the worth of an army, though well fed and well armed, if it be not also well clothed, that it may withstand the rigors of exposure to weather and long, tedious waits in cold, damp trenches? Hence the utter value of the textileworker and the tailor.

But, after all is said and done, after the whole list of makers of war essentials is rehearsed, we must reflect upon the idea which ought to have occupied, and did occupy, our minds the very moment war was declared — aye, in the breathless hours of deliberation even before the fatal die was cast — the army itself.

How can a nation wage a war; how can we win a war, or even begin one, if we have not an army — a loyal legion of patriotic, peace-loving, hard-fighting soldiers? And pray what calling of civilized man is the prime factor in creating and rallying such a legion — what was the prime factor in creating and rallying it in America this past year and a half? It is the same honorable vocation that made the name of Ben Franklin, the name of Horace Greeley, of William Dean Howells, Henry George, Theodore L. De Vinne, Henry Watterson, and of a hundred others that echo perennially down the corridors of immortality — that same noble calling which has ever been, and, I trust, ever shall be, in the vanguard of the race's progress and the safeguard of its liberties — namely, the calling of the printer-journalist.

How else, do you suppose, remembering the doleful nature of public sentiment in the United States on and before April 6, 1917 — how else than through the patriotic press of this nation do you think it could have been possible to awaken the American masses from their lethargy, quicken the pulse of national patriotism, correct the strong prevailing prejudices and distorted conceits, and arouse our people to a proper sense of their responsibility in the grave situation which then confronted them?

And let me assure you, without fear of well-founded contradiction, that through correction of such public prejudice and misconception of issues of fact, and through that only, was it possible to incite volunteering to the gratifying height which it reached, and permit

the peaceable passage of the selective conscription act — the two chief factors that have combined to give us our grand, brave brigades of patriots now spread broadcast over this fair land and facing the fearful foe in the bloody battle-lines of sunny France.

What accomplished all this, did I say?

The American press — the newspapers of this country, which as a unit took up the word of truth and patriotism and passed it on, and on, and on, until, through the immutable law of repetition, it grew to colossal power, and the American army, like a mushroom under the magic influence of the midnight moon, sprung up over night, as it were.

This is what the American newspapers did for America — they created the American army.

Then, may I ask you, which is greater, the calling which clothes the army, or that which instills true patriotism into that army's soul? The trade which arms the legions, or that which informed them of their sacred duty? The vocation which equipped the soldiers, or that which inspired them with the glorious privilege of dying, if need be, for the sake of democracy?

In short, which is the greater, the calling that feeds this wonderful American army, or the calling which created it?

Doubtless the laurels must be conceded to the power that creates and animates, rather than to that which merely nourishes.

But now let us consider how the American Congress has paid the debt which it owes to the press — how this glorious factor has been rewarded for the incalculable service rendered in the crisis of our national life:

Instead of recompense, or even commensurate encouragement by way of kindly legislation, measures have been enacted which impose a most heavy hand upon the institution which must ever remain Democracy's chief hope and support.

And, while the Government maintains no establishments of its own to compete with private concerns in the manufacture of uniforms, shoes, guns, paper, etc., nor mills to compete with those privately engaged in the manufacture of foodstuffs, yet a public printing-office has long been deemed an absolute necessity, and through its stamped envelope department the postal branch becomes a direct competitor with the private printer — or, rather, a monopolist in that field.

Again, news is plainly the newspaper publisher's stock in trade, and none more valuable just now than news of governmental affairs and of the war. Yet, instead of such material being passed out for dissemination through the country's free press exclusively, the *Official Bulletin* emanates from Washington as, in principle at least, a direct competitor in this line.

Nor is that all: While this great nation has millions to spend for any and all of the various products of industry required in the conduct of governmental activities, including prosecution of war, for publicity, which every man of sound sense recognizes as positively indispensable to the successful conduct of governmental business — the kind of publicity, too, which can be secured only through the nation's free press — it never has appropriated one cent.

Is not this a stain upon the history of an otherwise rich and generous nation?

## GOOD ENGLISH IN LITERATURE

By F. HORACE TEALL



INNUMERABLE essays have been written about good English, yet there is urgent need of more general understanding, especially of the fact that many details are and must be subject to disagreement. Few things are more plainly evident than the existence of differences among our best writers in their style of uttering identical thoughts; indeed, we may not be far wrong in asserting that such differences are prime elements of distinctive literary style. A specific lack in nearly every writing on the subject is shown in the dogmatic assertion of correctness of some one form only, and incorrectness of all other forms of the same import. Here, indeed, is a thought worthy of serious consideration.

This article is not intended as a discussion of what is good English, but rather to note some of the details above alluded to, more especially some matters of form.

A book entitled "Principles of Composition and Literature," by Robert Huntington Fletcher, Ph.D., professor of English literature in Grinnell College, begins thus: "Most persons, including most college students, are far from perfect in spelling, punctuation, grammar, and the simpler principles of rhetoric. Faults in these elementary matters are not to be condoned. They should be disposed of by thorough drill before the student passes on to the higher aspects of composition, in which nothing can be satisfactorily accomplished otherwise." The present writer believes this to be a sound doctrine. But if none of these faults may be condoned, who is the writer of English whom we are able to class as perfect? For instance, one of



the first desiderata of rhetoric is clearness of expression, which must include accuracy in sense. Dr. Fletcher defines grammar thus: "Grammar is the body of rules that give correctness to language," which is surely not an accurate definition. How could rules give correctness? They may prescribe correctness, and if they do that it is the correct application of them that gives (that is, produces) correctness. I have never seen elsewhere such a definition of grammar. It is not a good one.

"Good use," says Dr. Fletcher — and by this he means largely what "good English" means — "is merely the general agreement of people who are competent to decide, or whose decision has got itself accepted, as to what practice shall be adopted in cases where there is no other governing principle. It applies in various ways, in spelling, punctuation, grammar and rhetoric." This seems to restrict "good use" to cases of mere convention, but the term in the author's later matter is more inclusive, as it should have been here.

One of the matters of word-form that show the most regrettable lack of conventional agreement is the possessive as seen in the book mentioned, as Bates', Dickens', etc. Many other authors advocate and use this form, while probably more authors, and surely a large majority of grammarians, make it Bates's, Dickens's, etc. Gould Brown was so strongly in favor of the fuller form that he condemned the other as showing ignorance only.

"A recent critic," says Brown, "who, I think, has not yet learned to speak or write the possessive case of his own name properly, assumes that the occasional or poetic forms are the only true ones for the possessive singular of such words. . . . He letters his work 'Peirce' Grammar, and condemns, as bad English, the following examples and all others like them: Otis's letters, Gates's command, Knox's appointment, Meigs's promptness, Williams's oration. It is obvious that this gentleman's doctrine and criticism are as contrary to the common practice of all good authors as they are to the common grammars, which he ridicules."

Brown expressed more minute criticism than any other grammarian ever did, and naturally he sometimes was not as accurate as possible. In the passage quoted, for instance, the assertion of common practice is evidently inaccurate, although he accompanied it with many citations, truthfully quoted. He could have cited fully as many of the best writers as directly opposed. One of his contemporaries was Dr. Peter Bullions, who said: "When the nominative singular

ends in ss, or in letters of a similar sound, though to retain the s after the apostrophe is never wrong, yet, as a matter of taste, it is sometimes omitted." This more nearly approximates the truth, for that time and for this, though it does not tell all that could be told.

What is here said about the possessive forms, while meager enough, is all that seems advisable for the immediate purpose of this writing. It shows quite decidedly that the authorities are not nearly unanimous. Half or more of the English-speaking people use the full form of possessive, and many of them insist that the other form is absolutely erroneous. Many of those who use the shorter form brand the fuller one as error. A few are sufficiently tolerant to admit the right of personal choice. And as it is now, so it has been from the beginning.

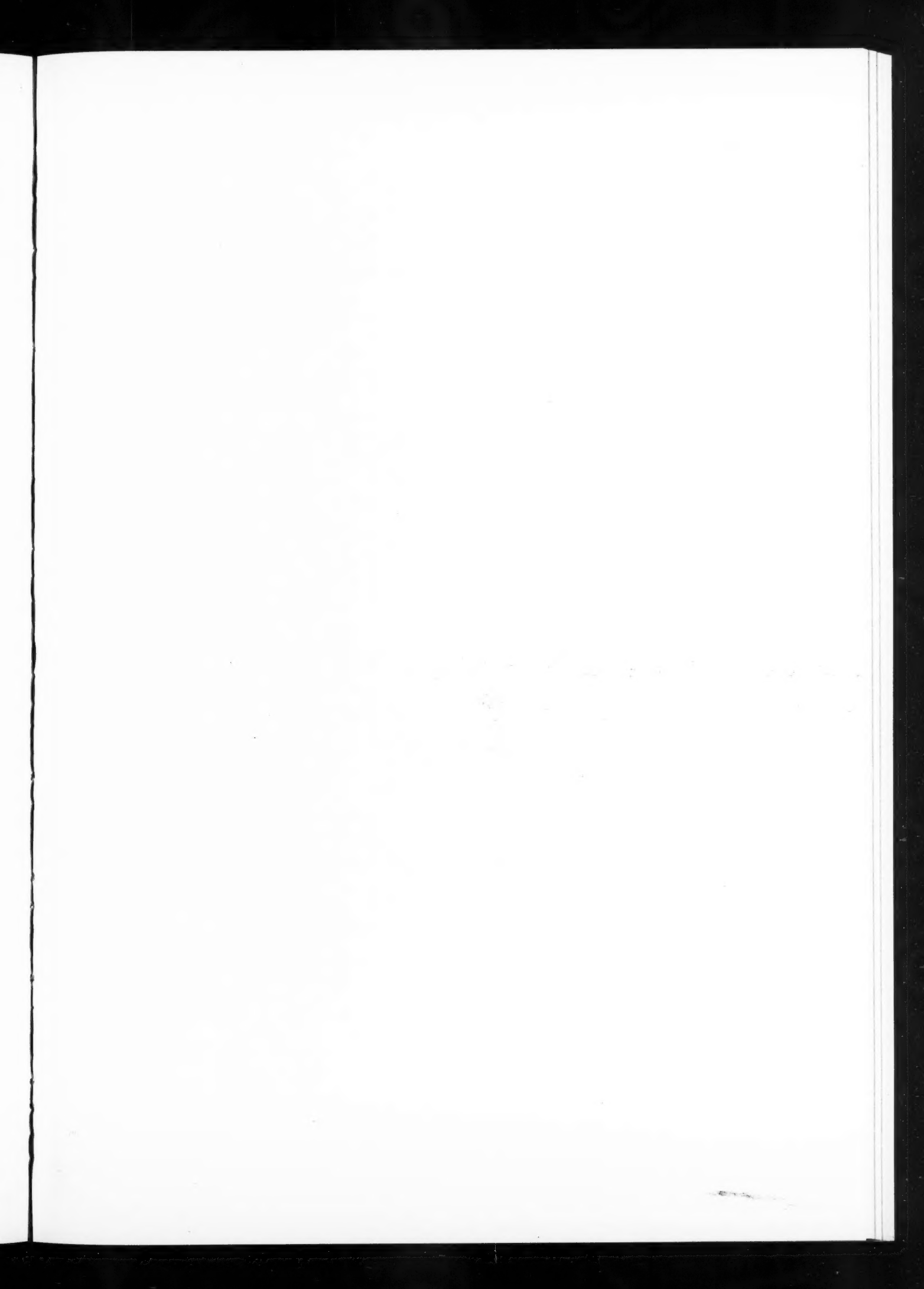
The condition thus disclosed as to forms is typical of the whole subject, excepting the many methods of expression which are so thoroughly established as based on simple principles that no one disputes them.

Quality in English is mostly attributed to single words and to the propriety or impropriety of their associated use. Many words when first used have been subjected to severe objection as bad English, but have eventually become thoroughly established. The word reliable is a good example, although a few generally liberal writers still insist that it is bad English. One of the earlier objectors was Richard Grant White, who utterly denounced it, saying that accurate expression would make it rely-upon-able. His nonsense may be strongly challenged, with the reminder that he did not object to laughable, which is equally liable to assertion that it should be laughed-at-able. It has long ceased to be adequate objection that a word is not made in strict accordance with the commonest mode of derivation.

Good English for use in books is quite properly held to demand more formality than good colloquial English calls for, and more even than what is necessary in periodicals, especially daily newspapers. It is even said quite commonly that one "should not talk like a book." This is true only as applied to conversational use of purely literary words. He who is master of the primary principles of grammar, so that he can make his talk impeccably grammatical while still fluent, is the best user of good spoken English. Such a person would seldom use a word like impeccable in talk, though it is perfectly appropriate for such use in addressing people presumably of sufficient education to understand it and to appreciate its propriety.

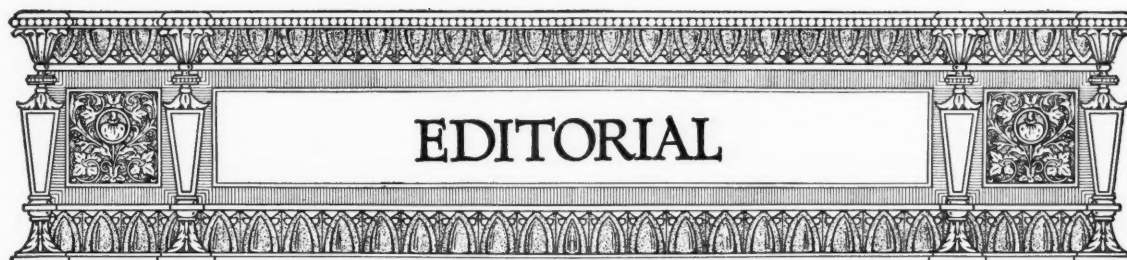
*Variety is said to be the spice of life. Don't run short of spice in your printing-office. Use your head as well as your hands.—G. W. Tuttle.*







PRINTED IN FOUR COLORS BY THE HENRY O. SHEPARD COMPANY, CHICAGO, FROM LEAD MOLD ELECTROTYPES. REPRODUCED  
BY COURTESY OF THE GIBSON ART COMPANY, CINCINNATI, OHIO. PROCESS INKS BY PHILIP RUXTON, INCORPORATED



ONE of the regulations issued by the Pulp and Paper Section of the War Industries Board in connection with the conservation of paper requires the discontinuance of sending any copies after the expiration of a subscription. This makes it necessary for us to take a reader's name off our list as soon as his subscription expires unless the order for renewal is received promptly. In order to notify our subscribers of the expiration in time, and to enable them to avoid missing any copies, our circulation department is sending out the subscription expiration notices much earlier than heretofore. We urge our subscribers to keep this in mind and send their orders for renewal early. This will enable us to prevent their being inconvenienced through not receiving copies and thus breaking their files of THE INLAND PRINTER.

"PRESIDENT WILSON should have the support of every man, woman and child in his efforts to counteract the peace drive which the central powers are undertaking to put over," says the *Manufacturers' News* for October 10. We would add to the above that President Wilson *does* have the support of every true American. We long for peace, and the sooner it comes the better we will be pleased; but only one kind of peace will satisfy us, and that is the kind of peace our President is seeking to bring about — a righteous peace, peace in which all peoples may rest assured that no small group of militarists with their perverted minds will ever again be permitted to disturb the world and cause the bloodshed and heartaches we have been forced to witness these past four years and over. In order that such a peace may be brought about, we, the American people, will support our President to the end. We have given additional evidence of our continued support by oversubscribing the Fourth Liberty Loan. We will do the same with the next loan, and also the other drives for funds to help our boys "over there."

SEVERAL complaints have been received concerning a note which appeared under the heading, "A Novel Stunt," on page 56 of our last issue. This note set forth briefly how a Western lithographer, in competition for a large order of checks which were to be printed on safety paper, took a good grade of bond and lithographed both sides with a tint conforming to the color of the safety paper, submitted samples to the purchasing agent and secured the order. In substance, the complaints against this note

are that it encourages substitution, a policy contrary to the ethics of the trade; that it presented a case of unfair competition, and that an injustice was done to the customer in view of the fact that the lithographed paper can not take the place of the safety paper, inasmuch as it is no protection against alteration. The note in question merely chronicled one instance of how a lithographer secured an order. For the purpose of securing further facts regarding the case we wrote the correspondent who sent the note, asking him to make an investigation and send us a complete statement. We are informed that in the instance recorded, no deception was practiced and that the lithographer was open and above board in all his dealings with the customer. Also, that the question of substitution does not enter, inasmuch as samples of the lithographed bond-paper were submitted before the price was given and the order was secured, so that the purchasing agent knew exactly what he was buying.

#### A Waste That Should Be Eliminated.

The many publications of the country have freely contributed space for the different advertising campaigns now being carried on for war purposes. In many instances the plates, principally electrotypes, for these advertisements have been furnished by the government departments, or the organizations carrying on the different phases of war work, and have been sent direct from the electrotyping or engraving houses.

If our experience with the electrotypes that have been received thus far for these purposes has been duplicated by other publishers, we would respectfully suggest that it would be wise to discontinue this practice and thereby prevent what is proving an enormous waste of time and material, to say nothing of expense.

Scarcely one of the electrotypes we have received from these sources has been in a condition that would permit of its being used. The majority have had to be reset and new electrotypes made.

A good example has just come to hand in two plates sent for use in this issue. These were sent through the mail with the backs together, instead of the faces with the proper protection between, and, instead of being properly packed, were sent with just a light wrapping of corrugated board. When received, both plates were bent and damaged beyond all possibility of repair for use — and the surprising thing is that they were sent direct from one of the engraving houses.



The same difficulty has frequently been experienced on other occasions in connection with plates sent for use in our advertising pages. Rarely do we find that sufficient care has been taken with the packing, and it is invariably necessary to have plates patched or otherwise repaired before they can be used.

The greatest difficulty, however, has been with the electrotypes of advertisements for the various drives and campaigns for war purposes. If the sending of these plates is to be continued, they should be properly packed for shipment so they will be in good condition when they reach the publisher. Otherwise we suggest that it would be advisable to send proofsheets of the copy, with the necessary engravings or electrotypes for illustrations, and let the publisher have the type set by his own printer.

### What of the Future?

The old saying, "In times of peace prepare for war," should now be reversed to "In times of war prepare for peace." In no way whatever must we slacken our efforts toward bringing about a victorious and righteous peace. That, by all means, is our first consideration. It would be extreme folly, however, not to give some thought and take some action leading toward preparation for peace.

Our best young manhood has been taken from the ranks of industry and is now on the fighting line. Our industrial establishments have been changed entirely from their regular courses, turned over almost wholly to the production of munitions or other equipment and necessities. The cessation of war will bring at least two great problems: The return of our men to industry, and changing the industries from war materials to other lines of production.

The first presents an additional problem: Many of our boys will return unfitted for their former pursuits. This problem is now being solved, and a definite program is being carried out with the object of training the disabled men for occupations that will insure them the proper means of support instead of becoming objects of charity. This is worthy of the highest commendation, and no right-thinking, patriotic man or woman will fail to give it all the necessary support.

The second problem, however, remains to be solved. No definite program has yet been prepared for the reconstruction of business. Discussing this subject in a recent issue, *The Black Diamond* says:

With a sincere desire to save the nation from future disaster, men are asking one another, "What is to be the business situation after the war?" There is still plenty to do before that question will be really urgent. Even so, the elements of victory have entered the struggle on the side of the Allies. It is probable that this period of destruction will end before our nation is organized to meet the problems which peace will bring. Therefore, the question as to what business will face in peace times is vital to every man in America.

The subject has been receiving some consideration, it is true; still we have yet to see some definite action toward a tangible program for the rehabilitation of industry after the war. Some of our allied nations, as well as the enemy

countries, have already provided for the investigation of these problems and the formulation of plans for the return to peaceful pursuits. It would seem wise, therefore, that such action should be taken by this nation.

What will confront the industries of this country when peace is declared it is somewhat difficult to foretell, but, as we read in the October bulletin of the National City Bank of New York:

We may expect that after the war there will be a waiting demand for many kinds of goods and equipment so urgent that for a time price will be a secondary consideration. The whole world is doing without things that it would gladly buy, wearing out equipment and falling behind its wants. . . . Not only is there the rebuilding and rehabilitation of the war-devastated districts to be done, but the development of the backward countries looms up with more definite and immediate promise than ever before. The world is not going to seem so large, or its divisions so separate and distinct from each other as in the past. Foreign countries will not appear so remote and difficult of access to Americans. Undeveloped resources which will contribute to the comfort and welfare of mankind will not be neglected anywhere if stable government and protection to investments can be had. The stir of the war will be in the blood of all nations and the impulse to do things will be manifest. These are the conditions favorable to a period of enterprise and activity, and which will tend to sustain prices or moderate their decline.

Nevertheless, it is inevitable that prices will be upon a declining scale and this will be the factor of uncertainty and danger in the situation. Falling prices, shrinking values in inventories, stocks of goods and capital investments, have a depressing influence. It is comparatively easy to make money when prices are rising; the most venturesome may be the most successful then. Errors of judgment are made good by something outside the management. Farmers of even indifferent skill, who could make but a poor showing of profits from their farming operations, have become well off from the rise of land values. The situation is very different with prices on a declining scale, for then not only is there no margin furnished gratuitously by an unearned difference between buying and selling prices, but a portion of the normal earnings is lost, and as net earnings decline capital values shrink, credit is unfavorably affected, and indebtedness becomes relatively heavier and more burdensome. Therefore, it is in order to give warning against incurring indebtedness which will reach over into the period after the war, when prices and earnings will be lower than now.

What will be the situation confronting the printing industry? At the risk of being overoptimistic, though making no pretension of prophetic instinct, it seems to us that the return of peace should bring a rapid increase in the demand for the printed product, as well as for printers' machinery and supplies. Manufacturers have already learned the effectiveness of the printed word in creating markets for their products; therefore, it would seem the logical course for them to turn to the printer's product as an aid in increasing their output.

Printers of other countries are now investigating American methods and machinery, with a view to their adoption as early as possible. Hence, our manufacturers of printing machinery and supplies should look forward to a far greater field in the foreign markets.

Whatever the situation may be, it would seem that wisdom demands action leading to a constructive program for the reconstruction of industry, and the appointment of a commission composed of leading business men for the purpose of making the necessary investigation and formulating such a program.



## CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

### From a Belgian Printer-Soldier.

To the Editor:

YSER, BELGIUM.

I was very pleased to see in the trenches, in a number of THE INLAND PRINTER, an advertisement of the catalogue, "Practical Books About Printing and the Allied Trades." I will be delighted to receive a copy in the name of the fellows from the printing-trade fighting in my company. Now and after the victory we will fight the Germans with all our might, with rifle and tools. With thanks, yours sincerely,

O. VAN LAETHEM,

Sergeant, Z-261, 1st Cie., Armée belge en campagne.

### Capitalizing "Van" and "Von" in Dutch and German Names.

To the Editor:

CAPE TOWN, SOUTH AFRICA.

I notice in your issues of April and May, under "Proof-room," some correspondence on the capitalization of Dutch and German names. It may interest your readers to know the method adopted in South Africa where names commencing with van, von, de, etc., are common. The van is capitalized only when other initials are not used, thus: Mr. Van Zyl, Mr. J. van Heerden, Mr. Te Water, Mr. J. te Brugge, etc. When the surname comes first the capital letter is used invariably, as Van der Merwe, J., or De Villiers, P.

I find THE INLAND PRINTER most helpful and look forward to each issue. Although at present they are often months late, they are very welcome when they arrive. F. W. INGRAM.

### Anent "Mistakes in Printing French Words."

To the Editor:

BOSTON, MASSACHUSETTS.

There is a point for argument in one of Mr. Rosset's examples of mistakes made in printing French words and phrases. He says, on page 39 of your October issue: "In the phrase 'Chacun a son goût' the letter 'a', being a verb, must never have an accent." Now I think it will be found that the phrase is almost invariably printed "Chacun à son goût," because the "a" is employed not as a verb, but as a preposition, i. e., "Every one to his taste," not "Every one has his taste." Either is grammatical and makes sense, but the style "Chacun à son goût" is much more in accord with the genius of the French language than the other.

WILLARD E. KEYES.

To the Editor:

URBANA, ILLINOIS.

I hope you will permit me to express my appreciation of the valuable article by Mr. H. Rosset on "Mistakes in the Printing of French Words." I think there is one inaccuracy, or better, a partial truth in the third paragraph on page 39. The phrase "Chacun a son goût" may be printed correctly in two ways. In one case the letter "a" is the verb and is written without an accent, and in the other case the "à" is a preposition and has

an accent. The preponderance of authority, however, is in favor of the following form for this phrase: (à) chacun son goût.

H. L. CUNNINGHAM.

### Cashier of Bank, But Still Reads "The Inland Printer."

To the Editor:

MIDDLETON, IDAHO.

I am enclosing a copy of a miniature paper which I published recently in announcing the arrival of a little boy at our home.

Ten years ago I was publisher of our local paper, and although I have been away from the case a good many years,

### The Glad Tidings

8th Year

Saturday, May 25th, 1918

2nd Edition

"IT'S A BOY,"  
announced the doctor,  
and at once the mother  
said,

"We'll call him  
CHARLES ROSS  
PAINTER."

Born to Mr. and Mrs. G. C.  
Painter on Saturday, May 25,  
1918, at Middleton, Idaho, a  
seven pound Son.

"I'm only a tiny Baby  
And not quite one day old,  
But every one says I'm a darling  
And worth my weight in gold."

The fond Daddy im-  
mediately disappeared  
but was later seen  
walking among the  
clouds. Hourly bulle-  
tins are encouraging  
and it is hoped he will  
soon return to earth.

still I produced the paper from start to finish in less than an hour. I honestly believe that learning the case is second nature, for it seemed as if it were just yesterday, and ten years had made no difference. Maybe it was because I have continued to subscribe for and read THE INLAND PRINTER all these years I have been away from the shop.

The Middleton Herald kindly allowed me to use its equipment to produce this paper.

G. C. PAINTER,

Cashier, State Bank of Middleton, Limited.

### New Idea in Drying-Rack Construction.

To the Editor:

PITTSBURGH, PENNSYLVANIA.

I will give you a little sketch of how we increased the capacity of our printing-plant without adding one additional foot of floor space. If you can use it, do so.

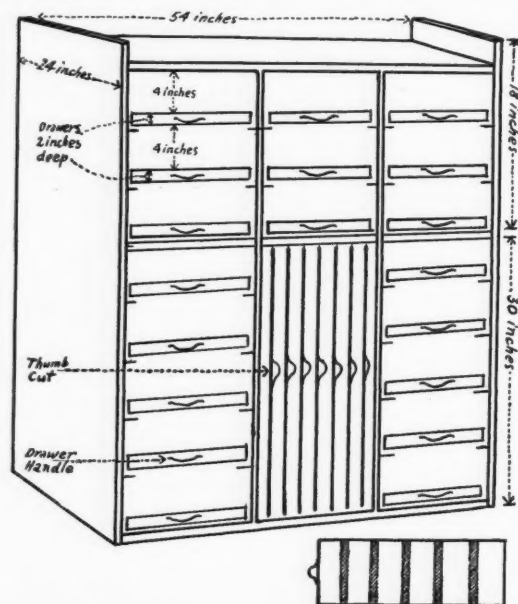
Our printing department occupies a floor space of 3,796 square feet, which includes the ruling department, where three ruling-machines occupy 600 square feet, leaving but 3,196 square feet to take care of composing-room, pressroom, bindery, stockroom and office.

Two years ago our maximum production was limited to \$5,000 per month. The building we occupy is located on a main thoroughfare, our general business being office stationery, office furniture, safe cabinets and printing.

The rental being very high, it became necessary to apply more efficient methods to enable us to take care of increased production without increasing our floor space. A production

limited to \$5,000 per month is not sufficient to cover a high rental cost in the printing business.

My first move was to take care of printed forms as they came from the job-presses. We were using a large table for laying out this work, which I found to be limited in its capacity. Not having additional floor space which I could use, I was obliged to devise something which would not take up more space than was then covered by the table, so I thought out a rack which would take care of increased production, and with



Drying-rack for freshly printed work, with slides for forms, which, adjacent to presses, saves considerable time and promotes production in the plant of the A. W. McCloy Company, Pittsburgh, Pennsylvania.

the aid of this rack we can today take care of an increased production of two hundred per cent, or three times our business of two years ago.

The racks in question not only take care of the printed forms from the job-presses, but also the paper stock as it comes from the cutter and the type-forms as they come from the composing-room. Each rack contains twelve drying frames, or drawers, 18 inches wide by 24 inches long. We use four racks for eight job-presses, four of which are operated with automatic feeders. The drawers can be pulled out so printed forms can easily be taken to the bindery, when the drawer is returned to the racks in pressroom. The top of rack is used to stack paper coming from the cutter where the pressfeeder has easy access to it when ready to print the job in question.

Underneath the drawer section of the rack there is space for type-forms coming from the composing-room. The frames are placed in the rack on end, opposite the press on which the job is going to be printed. No time is lost when a form comes off the press; another form is right at hand, ready to go on.

As the press is the pulse of the printing-shop every effort should be made to keep the press in motion; and if too much ground is covered getting the type-forms and paper stock to the presses the production and the amount of profit will be lowered.

While \$5,000 per month two years ago was our capacity, \$15,000 per month is not now our limit. Mr. Printer, make it easy for your pressman and feeder to get the type-forms and paper stock to and from the presses and your plant will produce far beyond your expectations.

C. F. KOEHLER.

## INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

IN new book catalogues the price of the "six-shilling novel," which was once purchasable at 4½ shillings, has gone up to 7½ shillings, net.

THE "no returns" order is said to be effecting a saving of one hundred tons a week of paper in the London newspaper offices alone.

By a large majority vote the Glasgow Typographical Society has decided not to be affiliated with the recently organized Trades and Labor Council, but to await developments in the new trade union.

At last accounts the situation in regard to the printers' lockout in Dublin remains unchanged. The men locked out are taking legal proceedings against some of the employers to recover wages in lieu of a fortnight's notice.

A LONDON exchange makes special note of the fact that "Thumb-tacks" is an American way of describing drawing-pins. Well, now, please tell us which is the more appropriate term? From an unbiased point of view they look more like tacks than pins.

RECENTLY a party of constabulary raided three Limerick printing-offices. At one, copies of a leaflet having reference to recruiting were found. The constabulary also seized the type of another leaflet which had been issued weekly under the title of *The Bottom Dog*.

BEFORE the war the source of the English supply of photographic paper was practically solely in the hands of the Germans. But now one of the prominent British paper-making firms is manufacturing it in quantity and of a high-class quality.

FRANK COLEBROOK, of London, a continuous writer for the printing-trade press for many years, has been appointed official valuer of the Leeds and District Master Printers' Association. He was at one time a contributor to *THE INLAND PRINTER*.

At a recent auction of printing machinery in London a Miehle press, thirteen years old, which had originally cost £510 (\$2,482), realized £600 (\$2,919), and another, four years old, went for £700 (\$3,405). This is merely a sample of the big prices now realized on secondhand printing machinery.

IN recognition of the forty years of service with the Southport *Guardian*—twenty of which were passed as overseer of the paper's job-printing department—W. Ainsworth was presented with a solid silver tea-service and a check from the proprietor. His fellow employees presented him with a case of fish knives and servers.

GROCERS have been protesting to the Paper Controller with regard to the high and increasing prices of wrapping-paper. For instance, sugar paper, which before the war cost 12½ shillings per hundredweight, now costs 47½ shillings, and sugar bags have increased from 15½ shillings to 55 shillings. Greaseproof paper is eight to nine times its former price.

IN doing business with foreigners, German tradesmen profited greatly by carefully prepared price-lists and catalogues. They were always printed in the several European languages, and the prices, weights, sizes and measures were quoted in such a way as to be understood by the principal buying nationalities. A great improvement has recently been noted in English price-lists, some of which have every good feature of the German price-lists and in instances are even better.

RATION books for the English people were prepared, to the number of about sixty-three million, at a factory in one of the rural districts. About three thousand workers were engaged

on the task, including women, girls and discharged soldiers. About seven hundred tons of paper were used up. Besides those for each individual there are books for supplementary rations. The book, with its colored pages, is numbered so that it can be easily traced, and the process of photogravure with special ink renders forgery very difficult.

MARKET conditions in paper are said to be considerably better than they were some time back. Regulation prices even are easier, while the exercise of discretion has caused a fall in the figures for free tonnage. It is said that a reasonable price for news-print at present should not exceed from 5½ to 6 pence (11 to 12 cents) per pound. White printings containing mechanical pulp should be 10 pence (20 cents) per pound, and the better quality, free from mechanical pulp, 1 shilling (24 cents). Engine-sized writings should not be more than 1 shilling to 1 shilling 2 pence per pound.

AS SHOWING how the weekly wages of workpeople in the printing industries of London have advanced since the beginning of the war the following comparative figures for 1914 and 1918 are given: Compositors, 39-62½ shillings; linotype operators, 45-67½ shillings; proofreaders: 48 hours, 42-64½ shillings; 50 hours, 44-66½ shillings; cylinder pressmen, 39-60½ shillings; papercutters and warehousemen, 32½-56 shillings; feeders, 24-47½ shillings; stereotypers, 42-64½ shillings; stereotypers' assistants, 31-53½ shillings; account-book binders and rulers, 36-58½ shillings.

REQUESTS for increases in wages have been pouring in upon employing printers all over Great Britain, and the representatives of the latter have had a busy time going from one center of agitation to another. In Bradford the wage was raised from 48 shillings to 55 shillings, and the war bonus was changed from 10½ shillings to 5 shillings. In Sheffield the war bonus will be 4½ shillings, the wage of 55½ shillings remaining. In Huddersfield, where the wage is 50 shillings, the war bonus was increased from 2½ shillings to 5 shillings. In all other towns of the Yorkshire group the wage was increased from 45 shillings to 50 shillings, with a war bonus of 2½ shillings, which in October was increased to 5 shillings.

THERE died recently a printer of very inventive genius, in the person of Alfred Williamson, of the North Mill Printing Works, Ashton, who had attained his eighty-second year. Over thirty years ago he saw the possibilities of a big demand for tramway, bus and other tickets, and on succeeding to his father's business he devoted his attention to the construction of machines to produce these rapidly in large quantities. He invented all the unique machines used in his extensive works for ticket printing, punching and stamping. The well-known ticket bell-punch, which is in use nearly all over the world, is also one of his inventions. Today his ticket-making business is about the largest of its class in Great Britain and employs upward of two hundred workpeople.

At the suggestion of the Executive Council of the Drawing Office Material Dealers' Association, meetings of firms who sensitize paper for the various ferro processes for reproducing draftsmen's plans, etc., have been held, at which voluntary arrangements were arrived at, through which, while the present paper shortage lasts, no body paper shall be used of a heavier substance than 100 grammes per square meter for ferro-prussiate paper, 110 grammes per square meter for ferro-gallic paper for home consumption, and 140 grammes per square meter for ferro-gallic paper for export. Our readers' attention is called to the above use of the Continental system of indicating the substance weight of paper; that is, in grammes per square meter.

#### GERMANY.

THE following facetious advertisements are said to be quoted from *Ulk*, one of Germany's principal humorous periodicals: "For Sale — Beautiful shirt, made of tramway tickets."

"Owing to the continued paper famine the 100-mark notes I had ordered have not been delivered to me; I am, therefore, not in a position to carry out my obligations."

POST-OFFICE statistics regarding the publication of periodicals show that since the war began 2,042 newspapers and magazines (of which 539 were political) have permanently ceased issuing, and 1,530 (of which 359 are political) have suspended temporarily. Against this loss there is placed a gain of 1,765 newly started periodicals (of which 446 are political).

At a recent exhibition of textile fabrics at Düsseldorf an interesting showing was made of the extent to which paper entered into the manufacture of materials that imitated the real textile fabrics of other days. There were "cheviots" made of paper, which in appearance were really rougher and coarser looking than the real goods. There were also paper puttees and boots, as well as trunks, bags, purses and pocketbooks, and a curious sort of paper hat.

THE *Leipzig Illustrierte Zeitung* is now in its seventy-fifth year. It has been an illustrated paper ever since its start in 1845. At the death of its founder, Johann Jakob Weber, in 1880, it had fourteen people on its office staff and thirty-two workmen; at the death of his son, Dr. Felix Weber, in 1906, it had sixty on the office staff and two hundred and forty workmen. The first volume required 2,052 reams of paper; the volume for 1912-13 required 21,538 reams.

#### SWITZERLAND.

A PRINTER at Elgg, named Alexander Büche, recently celebrated his diamond wedding. He is in his eighty-ninth year and his wife in her eighty-fourth.

THE envelope manufacturers have increased their surcharges on invoices to three hundred per cent, and the manufacturers of composing-machines are adding a charge of from one hundred and seventy-five to two hundred and fifty per cent on the price of matrices.

#### HOLLAND.

THE exportation from the Netherlands of paper yarns and of fabrics woven therefrom has been prohibited, with effect from June 26 last.



Specimen of Wood-Engraving by Alessandro Pandolfi.  
Reproduced from *Il Risorgimento Grafico*.



# COST AND METHOD

BY BERNARD DANIELS.

Matters pertaining to cost-finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

## The Growing Costs.

Printers generally are familiar with the fact that the cost of production is going higher each successive year, but this knowledge is of the indefinite kind that is more a recollection than a concrete fact. We therefore reprint, to refresh the memory of our readers, the following tabular statement of costs which appeared in the *Typotheta Bulletin*:

DEPARTMENTS.	1913	1914	1915	1916	1917	1918 1st 6 Mo.
Composing-room handwork...	\$1.38 <sup>7</sup>	\$1.46 <sup>9</sup>	\$1.53 <sup>2</sup>	\$1.48 <sup>7</sup>	\$1.66 <sup>2</sup>	\$1.78
Line-casting machine.....	1.79 <sup>7</sup>	1.87 <sup>9</sup>	1.95 <sup>7</sup>	1.93 <sup>8</sup>	1.92 <sup>1</sup>	2.18
Type keyboard.....	.94 <sup>5</sup>	1.05 <sup>5</sup>	1.12 <sup>1</sup>	1.33 <sup>6</sup>	1.43 <sup>4</sup>	1.47
Type casters.....	1.36 <sup>7</sup>	1.43 <sup>8</sup>	1.47 <sup>7</sup>	1.48 <sup>4</sup>	1.69	2.31
Job-press, 10 by 15 and smaller.				.84 <sup>1</sup>	.91 <sup>4</sup>	.97
Job-press, larger than 10 by 15.	.78 <sup>8</sup>	.85 <sup>8</sup>	.88 <sup>3</sup>	1.03 <sup>7</sup>	1.03 <sup>9</sup>	1.18
Job-press, mechanical feed....				1.02 <sup>8</sup>	1.01 <sup>1</sup>	
Automatic job-press.....	1.88 <sup>8</sup>	1.52 <sup>4</sup>	1.41	1.18 <sup>8</sup>	1.46 <sup>8</sup>	
Pony cylinder, smaller than 25 by 38.....	1.21 <sup>7</sup>	1.37 <sup>5</sup>	1.45 <sup>2</sup>	1.64 <sup>2</sup>	1.61 <sup>3</sup>	1.95
Medium cylinder, 25 by 38 to 38 by 50.....				2.02 <sup>8</sup>	2.18 <sup>4</sup>	2.20
Cylinder, larger than 50 inches.			2.19	2.34 <sup>8</sup>	2.37 <sup>8</sup>	2.41
Cylinder, mechanical feed, 50- inch or smaller.....	1.80 <sup>2</sup>	2.07 <sup>1</sup>		2.14 <sup>8</sup>	1.94 <sup>9</sup>	
Cylinder, mechanical feed, larger than 50-inch.....				2.06	2.41 <sup>1</sup>	
Cylinder, 2-color.....			2.51 <sup>1</sup>	2.52	2.90 <sup>9</sup>	
Web rotary press.....			3.22 <sup>9</sup>	5.51	6.33 <sup>7</sup>	
Rotary, sheet feed.....				3.05 <sup>8</sup>	3.72 <sup>8</sup>	
Cutting-machine.....		1.13 <sup>3</sup>	1.19 <sup>7</sup>	1.00 <sup>9</sup>	1.21 <sup>8</sup>	1.38
Machine folder, hand feed.....				1.32 <sup>9</sup>	1.46 <sup>8</sup>	1.81
Machine folder, mechanical feed	1.17	1.17 <sup>9</sup>	1.41 <sup>1</sup>	1.67 <sup>7</sup>	1.56	
Ruling-machine.....	1.06 <sup>4</sup>	1.14 <sup>7</sup>	1.25 <sup>8</sup>	1.15 <sup>1</sup>	1.16 <sup>7</sup>	1.30
Bindery A, miscellaneous men's machines.....	1.07 <sup>1</sup>	1.11 <sup>6</sup>	1.12 <sup>8</sup>	1.94 <sup>8</sup>	2.03 <sup>8</sup>	
Bindery B, forwarding and fin- ishing.....	.85 <sup>7</sup>	.85 <sup>7</sup>	.92 <sup>8</sup>	.85 <sup>8</sup>	.91 <sup>2</sup>	1.09
Bindery C, girls, machines....	.63 <sup>1</sup>	.65 <sup>3</sup>	.66 <sup>7</sup>	.70 <sup>2</sup>	.78 <sup>4</sup>	.86
Bindery D, girls, hand.....	.35 <sup>2</sup>	.37 <sup>8</sup>	.41 <sup>8</sup>	.41 <sup>4</sup>	.45 <sup>7</sup>	.50

NOTE.—In the years where the machines are spanned by braces, the hour-costs were not kept on the machines as at present classified, but in groups as indicated by the braces.

Of course, these figures are somewhat indefinite because not accompanied by data as to the percentage of productive time, but they will serve as a reminder to the estimator who is figuring on long-time contracts that the cost next year is very apt to be higher than the cost this year, even if the war may be nearer an end and prosperity booming. They will also prove a warning to the proprietor that he must look carefully to the production averages in his plant and see that the cost is not further raised by an excess of non-chargeable time.

## The Composite Statement for 1917.

The United Typotheta of America has compiled and published to its members a Statement of the Cost of Production for 1917, which gives in detail the cost in each department of a printing and lithographing plant, or, as we should say, printing-plants, for there are several hundred plant reports averaged into this statement. It shows an increase of cost over 1916, as was to have been expected, but this increase was not as large as it will probably be during 1918. It will, therefore, pay us

to study the report for a few moments in order to get a line on the true conditions in the trade.

There is a note to this statement to the effect that fewer plants reported for 1917 than for the previous year, owing to the unsettled condition of the business. Comparison shows that the total costs reported were about \$2,000,000 less than in the previous year.

A glance at the record of percentage of productive time shows that the average was altogether too low in almost every department, and that it was too low to insure a profit when the goods were sold at a reasonable price. These low averages also show that a number of plants must have been included in making the average, the reports of which showed results indicating a considerable amount of inefficiency and an extremely low percentage of productive time. This really gives a misleading average.

The figures given prove that, as a whole, the printing-plants of the United States are overequipped to the extent of from thirty to forty per cent in proportion to the amount of business actually turned out in 1917, but this seems to be a basic fault with the printing business.

Looking into the costs of the individual items we find the following interesting facts:

As a whole, the department expenses have increased from 7.35 per cent of the total cost to 8.09 per cent, which is practically one-twelfth of the gross volume of department direct expenses, and this notwithstanding the fact that the item of other miscellaneous expenses is so high as to warrant the opinion that a share of it really should have been distributed over the department expense accounts.

Spoiled work increased from .62 of one per cent to .84 of one per cent, an increase of about one-third in volume. This is an indication of less care in management, or of a lower grade of labor in the producing and selling departments, and should be looked upon as a danger signal. While the total may be less than we are willing to allow for bad debts, an increase in the spoilage account points to a decrease in efficiency rather than an increase, as demanded by present conditions.

In spite of the fact that wages were increased in many localities, during 1917, the relation of the pay-roll to the total costs was such that it decreased from 64.92 per cent of the total expense to 64.05 per cent of total cost — a drop of about one per cent in actual money spent. This, in itself, would mean better efficiency, and more than offset the extra spoilage, but it does not excuse an increase in that unfortunate item.

At the present time, power is of considerable importance, as it depends largely upon a deficient supply of fuel; it is interesting, therefore, to see that the item of power dropped from 1.33 per cent of the total cost to 1.22 per cent of that vital total — a saving of over one per cent of the gross cost of production.

One of the bad features of the showing of this statement is that the overhead, or general expense, increased from 40.8 per



cent of the department cost to 49.4 per cent of those costs. This is an increase of 8.6 per cent, or 21.2 per cent over the previous year. Such an increase in the face of a reduced department pay-roll demands an explanation. This item alone will account for a large part of the increased hour-costs for the year.

All the departments except the cylinder presses, hand bindery and ruling show low rates of productive time. Taken as a whole the statement is not encouraging in this respect, for it is the more progressive printers who run Standard cost systems and who make reports to be included in the Composite Statement. What then must be the condition of those who did not report?

It is well known that a machine must run sixty per cent productive to earn its keep, yet about half the departments did not reach that low mark, but ran from forty-seven to fifty-eight per cent productive time.

Hand composition at sixty-one per cent was about the highest, with the exceptions above named.

No greater showing of the need of the Standard Cost-Finding System could possibly be conceived than this statement. It certainly gives the United Typothetæ Association an organization and educational argument of great value, and the study of it will certainly bring out a number of good ideas for increasing efficiency in the plants of its members.

The hour-costs shown mean absolutely nothing for practical use—for instance, hand composition is given an hour-cost of \$1.66, with sixty-one per cent productive time. Had that percentage been seventy-seven per cent, as it might easily have been in a modernly equipped plant, the hour-cost would have been \$1.308. Job presswork on presses 10 by 15 or less is given as \$0.94, with fifty-eight per cent productive time. This should have been about eighty per cent if the plants were not overequipped, and then the hour-cost would have been \$0.663.

Isn't this enough to make you think? After looking over that statement, a printer should get busy reducing his equipment to suit his business, and analyzing his overhead to find where the extravagance has slipped in.

There has been too much talking and writing about the high hour-costs and too little endeavor to teach the printer how to reduce them by using the machinery he has to the best advantage and how to keep his equipment down to the amount warranted by the business he is doing. The only way to secure low hour-costs with work that will satisfy the buyer of printing is to secure the maximum of production from each unit of equipment.

One more thought before closing: Is it fair to ask your customers to help you to maintain this big surplus equipment which is loading their costs unnecessarily? Think again; study your own statement of cost of production, then act wisely.

### The Right Price for Paper.

Owing to the fluctuating conditions of the paper market and the constant higher tendency of prices some printers find themselves with a stock of certain papers which has cost them quite a little less than the present market quotation, and through that conscientiousness that has always marked the printing business they feel backward about asking enough for this stock.

Consider these points in regard to stock on hand that has cost less than the market price today: If you had not been keen enough to sense the wisdom of laying in a sufficient stock of this particular brand to carry you over, you would be obliged to pay the market price today, with an additional percentage for small lots. If your customer should decide to increase his order after you had made a quotation at less than the market rate you would be compelled to buy the additional stock and perhaps sell it at a loss. These are sufficient reasons for asking the full market price for any stock you may have on hand, no

matter what it cost you, to say nothing of the interest, insurance and storage that the investment has cost you.

But this is not all. The paper market will not always remain at the present high-water mark, and you will not get any warning as to when the drop is coming, and will have on hand a stock of paper that you have bought at the top figure. This you will have to sell at the then market rate for the reason that you can not get more. Now, you have a choice in the matter and can sell the stock on hand at any price up to the market limit; then, you will not have any choice but to take the loss.

It is doubtful if any printer has on hand enough paper bought at the low price, and which he can now sell at the high, to give him a margin sufficient to discount his losses which will occur when the market breaks, as break it will in the not distant future.

The right price, therefore, for any commodity is the present market price. That is the price which a good buyer would have to pay a legitimate dealer in that commodity, not a speculative figure based on futures. The war has lasted so long now that but little of the prewar products remain, but every little while this question of the right price comes up.

### Efficiency.

This is a much overworked and little understood word used to describe a condition that exists in printing-plants where common sense rules, and where waste of all kinds is eliminated as nearly as possible.

The trouble with most printing-plants is that they are run on tradition and habit and not on common-sense reasoning. Things are done in a certain way because they have always been done that way in that shop, and no one stops to consider whether there is a better way or reason out the facts as to why it is done in the same old way, even though there may be several less expensive ways of doing that very thing.

Competition is forcing the printer to find less costly methods of doing certain jobs, but the major part of the work is still done without sufficient thought as to whether that is the most sensible and best way of doing it.

This is particularly noticeable in the composing-room, where we find the original wasteful methods of distribution in full swing and no attempt to remedy this big leak except the placing of cheaper workers on the job.

Then we find the system of keeping all hands on composition until the cases are bare and most of the dead forms picked to pieces before any distribution is done; then probably keeping the compositors overtime to clean up the pi, only to find so little type in the cases that the next day's work sets them out again.

Some plants have regular distributors who spend all or nearly all of their time on this work, but even here when there is a rush they are put on composition and kept there until pi begins to make trouble. This serious problem is not growing any easier with the great withdrawal of all kinds of labor from commercial and manufacturing to military life and war work. It grows harder every day to get even ordinary compositors, to say nothing of good jobbers.

The remedy is to either cut out distribution altogether by adopting the modern typesetter and non-distribution, or to carry such a large amount of type and material that distribution can be deferred until the dull spell comes. The latter involves a large investment and is usually accompanied by having one or two men or boys to clear up and store the dead matter until distribution time. This big investment means increased overhead, to say nothing of the cost of distribution when the time comes for putting the type back in the cases.

The non-distribution system cuts the cost of putting the material back in the cases because it supplies new material to take its place at a less cost, and it does not require the big

extra investment required for the first method nor the loss of time for picking, always so prominent in the old-time way.

Some printers will object that the non-distribution method will not allow of having so many different faces of type, these being limited to the number of matrices on hand or procurable from the manufacturer of the caster in use; but that is really a benefit rather than a drawback as it prevents waste of time in setting try-lines and enables the cases to be kept better filled for big jobs, besides being really more efficient.

Perhaps you will say that but little has been said about efficiency because we have not talked of per cent of production, etc.; but just think a little. The plant that is so arranged that ten compositors can turn in time-tickets showing eight hours actual salable productive time out of the eight and a half paid for that day must be efficient, and if it continues this twenty-four days a month there must be something very efficient in the arrangement of that plant.

If we must give up our compositors for Uncle Sam to use in the great fight for liberty for all people for all time, we might as well stop a lot of the unnecessary work so that we may be able to meet our share of the demand for more business with less man power.

#### Taking the Risk Out of Estimates.

Under the above caption a writer in *System* gives his method of handling estimates and contracts. He is not a printer, but the rules he gives are equally applicable to the printing business. He says: "To attain the factor of safety in estimating, four things are necessary:

"1.—Regular standardized working forces for each branch of the work to be done.

"2.—Expert estimators, who, before the job is begun, can build it mentally and on paper, even down to the smallest detail.

"3.—The coöperation of superintendents and foremen who have already agreed that the estimates are fair and correct.

"4.—Careful watch over the job from day to day to see that the progress and costs are held fairly close to the estimate."

He has his estimate made by an expert and then places the figures before his foremen and superintendent and says: "Here are our figures; we believe that you can do at least as well. If you do not think so, speak now or ever after hold your peace." If any of these men can show that there is reason to doubt the correctness of any figures, they are gone over carefully again and corrected if necessary. He then holds them to the figures. If any of them actually refuse to agree to figures that all the others accept as correct, there is a vacancy to be filled.

But the main dependence is upon the expert estimator who has the ability to mentally dissect the job and visualize the various factors entering into it and note all the details on paper, then figure them out as to time and cost.

The expert estimator must not only know the details of the job, but also the details and capabilities of the organization. He must make himself actually familiar with the job by seeing the copy and specifications.

Here is where the printer usually falls down. The boss, the salesman, the foreman, the bookkeeper, the order clerk, all make estimates, which, while small in individual amount, are great in the aggregate and in which the error is always against the house. All estimates should be made by one person, and where revision is necessary the foreman of the department involved should be consulted.

In a small plant, where it is impossible to employ an expert estimator, the printer should join with others or with the trade organization and secure an expert; and in all cases where it is

possible he should sell from a price-list, refusing all work not listed or absolutely known to him.

The man who formulated these rules is making a success in what is generally considered a risky business, and is financially sound. He gives the credit to working according to these rules.

#### Inspection.

In modern manufacturing plants the inspection of the work as it progresses, and when completed, forms an important part of the factory system and is considered absolutely necessary to prevent unprofitable work on imperfect parts in the later operations and to insure that none but perfect goods are delivered. This inspection is one of the prime necessities of modern efficiency systems and enables the work to be handled at a much higher speed than would be possible if each worker had to act as his own inspector; it also saves considerable cost in preventing further work upon defective material or upon material which has been damaged in an earlier operation.

A similar system in the printing-plant would be valuable if properly adapted to the work. In the large loose-leaf manufacturing plants all work is inspected sheet by sheet before delivery, and some of the higher grades of printing are also subjected to a final inspection. Why not all?

Every buyer of printing is entitled to the full number of perfect copies for which he is billed, and the printer should see that he gets them. The proper inspection of printed matter by an expert inspector takes but little time and can not cost much. Correct counting adds nothing to this.

A bill for 950 copies at the right price is more likely to make a friend and permanent customer than a bill for 1,000 which leaves him twenty-five empty envelopes when he has addressed 1,000.

Every job should be inspected and counted, then billed at the exact number of good copies that are delivered. You know how you feel when an order of cards comes in ten short.

#### You Are the Censor.

During the war period the various governments have found it necessary to censor the news-matter transmitted by mail and telegraph, and also, in many cases, personal letters; but the United States has been much more liberal and has depended upon the loyalty of its newspapers and citizens to see that no disloyal or injurious matter is printed or written. In other words, *you are the censor*.

Are you living up to your responsibilities? Do you read every piece of copy submitted to your office for printing and resolutely refuse to handle any that has the faintest evidence of disloyalty, or that unjustly criticizes the Government and its officials, demanding the elimination of all mysterious phrases and unpatriotic allusions? Are you as careful with what you print as you are with what you say?

You should be. If you are not, you are not a true American and do not deserve the protection of this Government and the liberty which Americans are fighting to preserve for you.

You know the fable of the blacksmith and the viper. It is often applied to the misguided foreigner who has settled among us. You should see that there are no natives to whom will apply the proverb: "How sharper than a serpent's tooth is the thankless son."

You are the censor of everything that passes through your hands. See to it that you do not print anything that will hinder the cause of liberty, nor repeat anything that will cause others to hesitate to fight and work for the cause. Be an American and reserve all your private fights against persons and officials until the war is over. But remember, you are the censor and so long as you do your duty there will be no other censor needed.

### THIRTY-SECOND ANNUAL CONVENTION UNITED TYPOTHETAE OF AMERICA.

BY H. H.



ACH annual convention of the United Typothetae of America has marked an important step in the advancement of the printing industry. This year's gathering at Cincinnati, September 23, 24 and 25, proved no exception to the rule. It may well be said to have proved a far more important mile-stone in the onward march of progress than any of the preceding conventions, as it presented the culmination of certain features of the organization's work and the inauguration of others. Plans for educational work which have been in the process of development for some time past were presented in practically complete form, ready for those who desire to grasp the opportunity and take advantage of them, and the extensive plan of education and organization which is to cover a period of three years was formally launched.

To give a complete verbatim report of all the sessions would be out of the question here, owing to the limitations of space, and inasmuch as such a report will undoubtedly be available in printed form in the near future, we confine ourselves to but a few of the many important features.

Promptly at half-past nine on Monday morning, September 23, President Benjamin P. Moulton sounded the gavel and declared the convention open. After the invocation by Rev. Frank H. Stevenson, of Cincinnati, and a stirring patriotic address and welcome to the city by the mayor, Hon. John Galvin, the business of the first session was taken up according to schedule with an attendance of nearly four hundred.

#### Annual Address of the President.

Referring to the constructive accomplishments of the organization during the past year, President Moulton, in his annual address, stated that he was confident they have greatly exceeded any previous twelve months in its history and we come to this convention with the largest membership ever recorded on our roll, and, notwithstanding large expenditures for important organization work, our financial condition is quite satisfactory.

At our last convention our opportunity for usefulness to the printing industry was materially enhanced by an increase of dues which was readily accepted by the membership and has enabled the organization to make greater progress than could otherwise have been made, and as one of your executive officers, I can assure you, with due modesty, that the additional revenue has been wisely expended and results attained that reflect great credit to the United Typothetae of America.

As the convention marked the formal inauguration of the three-year plan of activities for the printing and allied interests, considerable emphasis was placed upon this feature, and in reference to this part of the work of the organization the president said, in part:

I am proud to report to you that the three-year plan has been officially launched, and, without hesitancy, I predict it will prove of immeasurable value to the printing-trade, and in spite of some underhanded, disloyal opposition from comparatively few sources it can be justly and appropriately characterized as the greatest industrial movement ever conceived or undertaken for the benefit of a particular craft. The far-reaching effect of this plan will be distinctly felt throughout the printing industry in both the United States and Canada during the next thirty-six months of its operation, and, at the termination of that period, I confidently predict that organization will have so thoroughly intrenched itself into the printing business that its importance in the modern print-shop will equal that of the composing-stick or even the printing-press.

The allied industries, with two exceptions, have readily appreciated the true value of this great movement and have made it possible

by their loyal investment and hearty coöperation. On behalf of the United Typothetae of America I take this opportunity to express to them the heartfelt appreciation of our membership for their assistance, and desire to leave with them my personal thanks and assurance that their confidence in us has not been misplaced, and that I am positive their investment in this great work will play a much greater dividend in bettered business conditions than the most optimistic have contemplated.

Owing to the war conditions now in existence, certain contemplated activities with particular reference to increasing the printing output must necessarily be postponed for the duration of the war, but it is the avowed intention of your officers to perfect a bureau of expert advertising information to the end that when conditions again become normal the machinery can instantly be put into operation, looking toward a bigger as well as a better industry. Until the conclusion of the war it is deemed best to confine the activities of the three-year plan largely to a thorough and complete organization of the printers throughout the country and Canada.

Later on in his address President Moulton mentioned the relations of the organization with the National Industrial Conference Board, saying:

Prominent among our relations with other organizations is the National Industrial Conference Board, whose meetings are held monthly in the city of New York and whose industrial prominence and usefulness has been recognized not only by industry in general but by the administration in Washington and the President of the United States. For some years we have enjoyed participation in their deliberations, and Messrs. Fell and Finlay have represented our organization, with Mr. Fell as a member of their Executive Committee. As president of the organization, I have been permitted to participate in their meetings and have been greatly impressed with the importance of their work. I earnestly recommend that our association with the National Industrial Conference Board be continued and that we at once become contributing members thereto. Our finances in the past have not permitted such coöperation but we have nevertheless been given the right-hand of fellowship by all of the other industries and should no longer neglect our financial responsibilities in connection with the Board's work.

Another important feature of the recent activities is the War Service Committee, appointed at the July meeting of the Executive Council, with Albert W. Finlay, of Boston, as chairman, for the purpose of coöperating with the Government in all matters pertaining to the printing industry. Referring to this work the president said:

This committee was particularly instructed to make special effort to secure the classification of the printing industry as an essential industry. A conference of the eastern members was held shortly after in New York city, and Messrs. Finlay, Dell and your president were delegated to confer with officials in Washington, with relation to this important matter. A cordial reception was given your representatives and the matter is still under consideration. The best interests of the industry will be carefully conserved by this able committee, and I would respectfully suggest the full coöperation of our entire membership with Chairman Finlay and his committee with reference to this important work.

#### Address of the First Vice-President and Chairman of the Executive Committee.

Arthur E. Southworth, of Chicago, first vice-president and chairman of the Executive Committee, in his address called attention to the growth of the membership during the past year, and also emphasized some of the important recommendations of the Executive Committee, from which we give the following few extracts:

It is recommended to this convention that in order to secure authentic cost information it should go on record as endorsing the action of the Executive Council to the effect that every member who installs, or has installed, a Standard cost-finding system make a monthly report to the general offices in accordance with the resolution adopted at the Council meeting of April 12, which reads as follows:

RESOLVED: That on all future contracts for cost installation work, the parties involved be required to agree to mail before the twenty-fifth of each



month their form 9H to the United Typothetae of America headquarters, and that those who now operate the Standard cost-finding system be requested to comply with this rule.

If it is within the power of this convention to require compliance with this resolution it should insist that the membership observe this important rule. The information that would result from such a measure would prove of greatest value to all concerned, and more especially at the present hour when costs are fluctuating so materially. If the users of the Standard cost-finding system will give voluntarily or can be required to supply copies of their monthly Form 9H to the general offices, there can then be compiled and published monthly an average cost of production statement that will prove of great value to the industry.

The attention of the convention is also called to the fact that the composite statement for the year loses much of its value through the neglect of members in sending in their yearly reports promptly, and in order to rectify this condition the action of the Executive Council at its meeting on July 16 should be reinforced by action similar to that of their resolution, which reads as follows:

RESOLVED: That, whereas the value of the composite statement to our members is greatly increased by having it published early in the year;

THEREFORE, the Executive Council directs that reports be received at national headquarters by the first of April in each year, in order to be included in the composite statement.

Also referring to the three-year plan, Mr. Southworth said, in part:

The administration of the three-year plan, which is to be carried forward during the next three Typothetae years, involves a great deal of constructive effort, even with the necessary ammunition provided by our splendid educational features.

The past year has been one of important experimental development, in that the possibilities inherent in our plan for the future have been demonstrated beyond question. Considering the existing conditions, it has been a wonderfully successful year, because it has revealed an earnest desire for affiliation with the work and aims of the United Typothetae of America in every section of the country. Therefore, we must fulfil the offices by complying with these requests as rapidly as possible.

Personally, the chairman of your Executive Committee is not in harmony with the sentiment that the United Typothetae of America should not extend organization effort at this time, or at any time, regardless of what conditions are or may be. Never in the history of this organization have the demands for assistance been so great, and there are more and more insistent inquiries from day to day, owing to the many problems confronting printers which present conditions bring about in various ways.

We are entering upon a reconstructive period of industry generally, which must not only be met but anticipated by constructive measures, constructive ideas and constructive action.

The United Typothetae of America is recognized as a leader among organizations in its activities. It can not afford to confine its efforts to its present membership. Its influence must be exercised wherever possible, to the end that the power for good that comprises its constructive program may become available to those who have been instrumental in its preparation, rather than only to future generations of the printing industry.

This is the hour of constructive measures, and the convention should concur in the plan to advance the affairs of organization wherever possible, with prudence and caution.

Speaking in regard to the present labor situation, Mr. Southworth emphasized the fact that

Owing to the great scarcity of labor and the fact that undoubtedly this condition will not improve for the duration of the war, at least, it is recommended that this convention go on record as favoring, wherever possible, the interchange of help between employers, to the end that the services of as many as possible of our employees be retained within the industry, instead of drifting to other fields of employment when a non-productive period necessitates a temporary reduction in the number of employees. If employers in different localities will cooperate in this matter, as well as in educating labor in all departments as far as possible, it will undoubtedly lessen the great difficulty of securing experienced labor in times of need.

The attention of the convention is called most particularly to the deplorable condition in various printing centers caused by the unfair methods that have been practiced by some employers in hiring

skilled labor away from one another. There should exist — among members of this organization, at least — a binding pledge to absolutely refuse to employ labor of any nature, without first becoming satisfied that such action is not depriving another member of a valued employee.

#### Annual Report of the Secretary.

"Since the assembling of the thirty-first annual convention one year ago, the activities and service at the national headquarters have continued to grow and expand, due largely to the increase in membership, which is now the largest in the history of the national organization," said Joseph A. Borden, secretary, in opening his annual report. Continuing:

The uncertainty of war measures and their effect on the printing industry have required unusual vigilance and effort.

While it is fully recognized that the United Typothetae of America stands foremost in its loyalty to the Government, and its members are solidly with the country in every measure which will aid in winning the war, as evidenced by their participation in the Liberty Loan drives, Red Cross work, and all other war efforts, it has become necessary to learn from the Government its wishes as to the manner in which the printing industry can best do its full share and to keep the membership fully advised of these wishes.

All matters relating to the war are under the direct charge of the War Service Committee, of which Albert W. Finlay, of Boston, is chairman, and the national headquarters becomes the direct channel through which all subjects passed upon by the committee are conveyed to the membership.

As to the status of the membership, Secretary Borden gave a comparative report which showed the following results:

Total membership September 1, 1917.....	1,668
New memberships to August 31, 1918.....	733
Total.....	2,401
Members dropped since September 1, 1917.....	274
Membership August 31, 1918.....	2,127

Mr. Borden then took up, in detail, the various accomplishments of the past year and the many activities of the national office, which is constantly rendering an invaluable service to the members, and the benefits of which are felt, directly or indirectly, by all in the allied industries.

Speaking on the Standard price-list, he stated that:

Visits to many sections of the country make it clear that the membership considers the Standard price-list one of the most valuable services rendered by the national organization. It is realized that while the Standard list has done much to bring a general standardization in selling the printed product, nevertheless it has not reached, by any means, the maximum of usefulness which can be made of it. The list is lacking in many schedules which would prove of value to the industry, and this has seemed to make it necessary for local groups of printers to supplement the list by devising schedules of their own covering classes of work not yet included by the national organization.

This matter of supplemental lists has grown to the extent that there is scarcely a locality in the country that does not have its individual price list. Such lists are, in many instances, based upon guesswork and are, therefore, not dependable as an authoritative guide to the printer nor a reasonable safe-guard to the consumer.

Practically the entire membership is making an insistent demand that the national organization take such steps as will make the Standard price-list complete in all details by the addition of lists covering the various classes of printing which can be definitely listed. It is felt by them that so long as the Standard price-list is based entirely upon cost records as disclosed by the composite statement of the cost of production, it should be so complete that it would obviate the necessity of supplemental local lists and have an authority which would appeal alike to the printer and his customer.

While it is realized that the national organization can not, and would not under any circumstances, attempt to bind the members in the matter of prices, and the membership fully so understands, nevertheless the demand is made that such a list, complete in all



details, be furnished as a guide to the selling department of their business.

It would seem that the time has now arrived when a statistical department could well be established at the national headquarters in charge of a statistician qualified to make the Standard price-list all that could be desired by the membership, as well as to handle all other subjects of a statistical character. Among the duties which could well be under the charge of such department would be:

- 1.— Compilation and revision of the Standard price-list.
- 2.— Compilation of the national composite statement of cost of production.
- 3.— Compilation of the composite statement of cost for local divisions where so desired, for comparison with the national statement.
- 4.— Compilation of data regarding conditions of labor and employment.
- 5.— Making census and survey of profits and financial results of Standard cost-finding system users.
- 6.— The compilation and the dissemination of emergency data which necessarily must be secured from and transmitted to the membership at frequent intervals.

Referring to the work of cost-finding, which has received greater impetus during the past year, Mr. Borden said:

It is as true today as ever that the basis of all advancement which it is hoped may come to the industry must continue to rest upon the very important foundation of cost-finding.

The ultimate proof of a cost system is the annual statement of the cost of production (gH). Several hundred of such reports furnished by members form the annual composite statement.

The composite statement of the cost of production for the year 1917 comprises a less number of annual reports from the members than were furnished the previous year by approximately 15 per cent, this being due to scarcity of clerical help. Notwithstanding this reduction in the number of reports, the volume of business shown is only 11 per cent less than the previous year.

Several analyses have been made of conditions disclosed by the last composite statement, among which is a classification of offices making reports and conforming to volume shown in each individual case. In other words, it is found that the smaller plants showing less than \$10,000 represent 11 per cent of the report, those showing less than \$25,000 represent 33 per cent, and those showing less than \$50,000 represent 26 per cent. The small and medium sized plants therefore comprise more than 70 per cent of the total report, while the plants representing above \$50,000 in volume represent less than 30 per cent. This interesting disclosure proves that the Standard cost-finding system is not merely for big shops, but that its simplicity and usefulness are equally adaptable for use in the small plant.

Another interesting disclosure utterly destroys the contention of the printer doing a small business, that owing to his low rent, the small number of employees, and that he does part of his own work necessarily gives him a cost lower than the large plant having higher rent, more employees, salesmen and other expensive burdens. In the group showing less than \$10,000, the costs are considerably higher than in any other group, while there is a slightly improved tendency in this regard in each of the groups up to \$50,000. At this point, and as the volume grows larger, the costs are found to assume a normal average.

The composite statements thus far issued have proved of such value to the industry that a number of communities have expressed a desire for the compilation of their local reports to compare with the national statement, and these have been furnished by the national headquarters.

These local reports have destroyed another illusion: That in sections having lower wages than most communities they had a lower cost and on this assumption could undersell their competitors. It has been found that notwithstanding the variation in wages, the other items of cost have been so evenly balanced there is little variation in total cost whether east, west, north or south.

Those printers who still hold to the vagary that because they could sell their product five years ago with some profit based upon guess-work, and that they can continue to sell on the same basis and at the same prices as formerly, are in a hopeless predicament in view of the rapidly advancing costs. A tabulated comparative report of costs covering the period beginning with the year 1913 and ending with

June 30 of the present year, shows that the average cost of departments has increased 37 per cent. A comparison made from records also shows that average costs have advanced 13 per cent in the six months period from January 1 of the present year. (Mr Borden here presented a table showing the department hour-costs, compiled from the composite statement. This statement is commented upon in the Cost and Method department of this issue.)

A new feature of service, closely related to the composite statement, is presented this year in the form of a survey of sales and costs, the data for which were collected at the same time as the annual cost reports furnished by the members.

Not every member submitting a report furnished data for this survey, but members whose annual pay-rolls amount to 50 per cent of the pay-roll represented in the composite statement furnished the detailed information from which the national office has been able to prepare a survey exactly similar to those made by the fieldmen in various printing centers in connection with their organization work.

This survey, of course, is of the business done during the last fiscal year by members of the United Typothetae of America who keep up their Standard cost-finding system and send in their annual summary of gH statements.

It shows sales aggregating nearly \$10,000,000 produced by a mechanical pay-roll of approximately \$4,500,000, a department expense of nearly \$2,500,000, overhead expense of nearly \$3,500,000, and material used for over \$6,750,000, or a total cost of practically \$17,250,000.

This survey shows, therefore, an aggregate composite profit of \$1,750,000, or 9 per cent on the aggregate composite sales, a profit which speaks volumes for the Standard cost-finding system as a fundamental means of making the printing business prosperous and one of the best arguments why it should be used in every printing-plant in the country.

Nor does this profit of 9 per cent show the full degree to which the printer may attain in profits, for one very considerable group, doing several millions of business, made a net profit of 14 per cent.

This fact is made more pronounced in comparison when it is remembered that the majority of surveys of conditions in printing centers where the Standard cost-finding system is not employed to any extent, have invariably shown the printers to have sustained great actual losses and even far greater lost profits.

In order that the maximum benefits may come to the printing industry from the information conveyed by such surveys, it would seem desirable that the members cooperate more generally with the national office and be required to send, as a part of their annual cost reports, the data from which these surveys may be compiled.

The secretary also dwelt at some length upon the three-year campaign, saying:

Anticipating the culmination of the three-year plan, which has been under way for the past two years, and in view of the urgent and insistent demand from many localities for the Typothetae program, it was determined by the Executive Council at the beginning of the present year to set in motion a thorough demonstration of the plan as a logical and workable undertaking.

It was the desire that when all the details of the plan should ultimately be put into motion, it would be possible to go ahead free from doubt or uncertainty as to the proper course to be pursued and that there might be no waste of energy or funds in costly and unsuccessful experiments. In this work every financial and mental resource of the organization was brought into use.

Several men of experience and ability were employed as demonstrators, after a period of training at the national headquarters, and were sent into a number of communities to form local organizations and to carry out the activities contemplated in the three-year plan. The method of procedure was, first, for the organizer to go into the communities and point out to the printing industry the aims and purposes of the plan.

The next step was the taking of a complete census and survey of the printing industry which showed the investment, sales, cost of doing business, and all other facts which would enable the organizer to make an analysis of the industry as a whole, as well as by classified groups. This census and survey would reveal at a glance the condition, the cause and the cure. The disclosure of conditions made it possible for the organizer to suggest the necessary remedy.

At this stage it was pointed out to the printers that if they meant business, were willing to adequately finance their work, and ready to

avail themselves of the helpful service tendered them, it would be necessary that they obligate themselves to go through with the program.

Upon a favorable response to these suggestions, the next step was the making of a local budget of receipts and expenditures which provided for the expense of all the activities and the source and amount of the necessary revenues to carry out the plan. The budgets of the several cities so organized aggregate more than \$76,000 per year.

In each instance an interlocking three-way contract was required and entered into for the three-year period, binding the national organization to the performance of its obligations in furnishing service to the local organization and its members, binding the local organization to carry out all details of the three-year agreement, and, further, obligating each individual member to carry out his portion of the program.

The requirements of each local member are that he will, for the full three-year period, pay into the local association the amount apportioned to him and that he will comply with all the requirements of the three-year plan; his agreement further providing that for the first year he will have the Standard cost-finding system installed in his plant; that he will furnish one or more students in the Standard estimating course; that he will provide one or more students in the Standard salesmanship course, and that he will faithfully engage in all the other activities which may be provided for the first and subsequent years.

Each local member pays a specified sum as dues monthly, and this one lump sum provides him, without additional expense, all the service mentioned, including expert advice in the maintenance of his cost system work in addition to the service of all kinds provided by the local association and the service of the national.

It is pointed out to the local printers that it is necessary for them to work out their own salvation and to provide all the funds necessary to carry out their local undertakings, and that they can not expect the expenditure of a single dollar from the national three-year fund for local purposes.

They are advised further that the three-year national fund is to be expended solely and entirely in spreading throughout the country the gospel of helpfulness and education, pointing the way of success to them and supervising their efforts by the trained men who will be working in their respective communities.

As soon as a community was organized, a trained executive secretary was sent to conduct the work under the direction of the local association.

This was followed by cost accountants from national headquarters, who immediately began the installation of the Standard cost-finding system in the plants of all the members. After this cost work was finished provision was made for its continuance and supervision.

Classes were then formed for the study of the Standard estimating course and the Standard salesmanship course, and all of the other activities put into motion as provided by the Standard local organization chart.

Already the Standard cost-finding system has been installed in several hundred plants and the work is still being continued by the Typothetae cost accountants.

The classes now formed for the educational courses in the new organizations include nearly 1000 students. Several hundred individual students outside of the classes have also arranged for taking the educational courses during the coming winter.

In order that the local secretaries or their assistants may be properly trained to conduct classes in the educational courses, the national organization, without charge, graduates them from the Typothetae School of Printing, at Indianapolis.

The foregoing outlines a constructive program for local divisions of the Typothetae with far more definiteness than has ever heretofore been attempted by any trade organization. The operations of local printers' associations are necessarily circumscribed unless they are affiliated with the national organization, which, by reason of its wider horizon and greater resources, is enabled to give to the local organization a broader degree of inspiration, direction and supervision, than the local organizations, without affiliation, could ever hope to attain.

Furthermore, by reason of the national organization's cooperative strength it affords a means of protection and support. It becomes at once the great parent body that furnishes the sympathy of mother-

hood, the protection of fatherhood, and thus nurtures the industry toward a prosperous maturity.

The organization, and, in fact, the trade as a whole, is to be complimented upon having a secretary with such a broad knowledge of the industry and its needs, one who has devoted himself unreservedly to the advancement of the interests of the entire field. Therefore, the closing words of Secretary Borden's report should have a wide appeal and receive the earnest consideration of printers in all parts of the country:

In advancing the organization's work it is found that that state of mind which makes one a law unto himself, disregards the rights of others, looks upon a competitor as an enemy and adopts the policy of aloofness from those engaged in the common industry, is slowly but surely giving way to a higher and better mental attitude.

One by one, as the truth is brought to them, the printers are learning that only as they awaken from their dream of selfishness and envy, and plant themselves squarely upon the true basis of an unselfish desire and purpose to be of service in the great organization movement of the Typothetae, can they hope or expect to reap any good to themselves.

Your officers, your committees and your employees have in season and out of season, manifested this spirit in your behalf. Will each of you do as much for your industry and your organization?

#### Presentation of the Standard Accounting System.

One of the phases of the work which has occupied the attention of the Educational Committee for some time past is the Standard accounting system, which has been prepared to interlock with the Standard cost-finding system. In this system the printers of the country are offered, for the first time, a standardized, uniform method of accounting which should be of untold benefit to the individual printer as well as to the industry as a whole.

In preparing this system the committee called into consultation some of the leading minds in the field of accounting, among them being J. Hugh Jackson, assistant professor of accounting at the University of Minnesota, who presented and explained the system to the convention. In closing his remarks Mr. Jackson said:

The object of all accounting is to ascertain, compile, and present in a comprehensive manner, for administrative purposes, the facts concerning the financial operations and conditions of the business; this the Standard accounting system has been designed to do. Only the ordinary principles underlying all accounting have been brought into play, but these principles have been adapted to meet the needs of the printer and of the printing industry everywhere. It has been an especial pleasure to work with your committee in the compilation of the demonstration book, and in the preparation of the treatise. I am certain that the industry is provided not only with the means for accurately recording all the financial transactions incident to the industry, but that the printer will also be enabled to obtain accurate information regarding the condition of each and every department within his plant. The knowledge that may be so obtained will enable the printing industry to direct the detail of its business upon the basis of existing facts, rather than upon uncertain information. The Standard accounting system, when used in conjunction with the Standard cost-finding system, will give to the printing industry of America a force which perhaps no other industry in the country enjoys at the present time. I congratulate you, gentlemen, upon the successful compilation of a system of accounts such as your committee presents to you in the Standard accounting system for printers.

#### Education for the Printing Industry.

The entire work of the organization is based upon practically the one feature — education for the printing industry. Therefore, the address on this subject by the educational director, Frederick W. Hamilton, LL.D., and the report of the Committee on Education, submitted by the chairman, Henry P. Porter, are of especial importance. It can safely be said that no other industry has attempted such a far-reaching plan of education, or has offered such vast opportunities to those who

are desirous of advancing themselves in their chosen field of endeavor.

To sum up as briefly as possible the work covered by the address of Doctor Hamilton and the committee's report, which are necessarily rather extensive, it may be said that any one in any department of a printing-plant, from the apprentice to the office manager, will find that some form of material has been provided for his special benefit.

The "Typographic Technical Series," consisting of sixty-four books, of which thirty-four are complete and ready for distribution, is a work of which the committee and the organization may well be proud, as it provides splendid material for educational purposes. In addition to this, the committee has prepared courses in estimating and salesmanship which are now ready. A course in accounting, based on the Standard accounting system, is in preparation, a number of the lessons being ready so that instruction can begin at an early date. Courses in cost-finding and business administration are also in process of preparation.

As regards apprentice training, the committee has prepared a definite curriculum for a course of two years and a statement of the equipment needed to carry it out, both of which have been published and are accessible. Herein is offered a definite program for the vocational schools which should place this work upon a more uniform and substantial basis.

#### "Paper, Priority and Labor Exemption."

Thomas E. Donnelley, of Chicago, chief of the Pulp and Paper Section of the War Industries Board, who was in attendance at the convention on Tuesday, and received an enthusiastic reception, was called upon for a talk regarding the paper situation. His remarks will be found elsewhere in this issue.

#### Other Committee Reports and Addresses.

Among the other reports presented to the convention, and which space prevents further mention of here, were the following: Cost Commission, by H. W. J. Meyer, of Milwaukee; Price-List, by J. Harry Jones, of Chicago; Trade Matters, by E. Lawrence Fell, of Philadelphia.

Addresses were also delivered on the following subjects: "Something Doing," by Henry P. Porter, of Boston; "Better Letters," by Homer J. Buckley, of Chicago; "How Can the Printer Create Unusual Business," by James M. Evans, Detroit; "Preparing and Presenting a Plan for a Direct-by-Mail Campaign," C. L. Estey, Chicago; "Advertising Your Own Business," J. Linton Engle, Philadelphia; "Abnormal Costs," J. M. Thomssen, Cincinnati; "Price Control—Is the Time Ripe for Presentation of a Bill in Congress to License and Regulate the Printing Business?" George H. Gardner, Cleveland; "Business Associations and the Anti-Trust Laws," Frank W. Noxon, New York; "War Problems and the Printing Business," Fred W. Gage, Battle Creek.

#### Election of Officers.

The new officers elected for the coming year are Arthur E. Southworth, Chicago, president; William Green, New York, first vice-president; Fred Gage, Battle Creek, treasurer; William F. Fell, Philadelphia, George H. Gardner, Cleveland, and E. H. Jones, Portland, vice-presidents. Executive Committee: Pliny L. Allen, Seattle; H. W. Walkenhorst, Kansas City; Earl R. Britt, St. Louis; Geo. L. Stevens, Galveston; W. E. Ward, Nashville; John R. Demarest, New Haven; Robert N. Fell, Philadelphia; Albert W. Finlay, Boston; Fletcher Ford, Los Angeles; A. M. Clossbrenner, Indianapolis; W. J. Eynon, Washington, D. C.; G. Fred Kalkhoff, New York; George K. Horn, Baltimore; Harry L. Brown, St. Augustine; Allen Collier, Cincinnati; Wm. Pfaff, New Orleans; Joe E. Redfield, Omaha; Eugene Saenger, Sioux Falls; A. M. Chesher, Minneapolis; B. F. Scribner, Denver; William Sleepack, Chicago; John Stovall, Winnipeg; David L. Johnston, Buffalo.

As a token of esteem and appreciation of his earnest and untiring efforts in behalf of the work of the organization during the past year, the retiring president, Benjamin P. Moulton, of Providence, was presented with a handsome gold medallion.

#### Affiliated Organizations.

The Closed Shop Division, representing the employers of organized labor, met on Tuesday evening for the discussion of matters pertaining to this branch of the work. G. Frederick Kalkhoff, of New York, was elected chairman for the coming year. The Open Shop Division also met at the same time, electing A. M. Clossbrenner as chairman.

The Secretary-Managers Association held its annual executive session on Monday afternoon and elected E. P. Mickel as president, J. Gillespie, vice-president; W. Van Hinkle, secretary, and E. E. Laxman, treasurer. The annual dinner of this organization was held in the evening with Joseph A. Borden presiding. Talks were given by Fred Gage, Arthur E. Southworth and Lawrence Todd, which were followed by a general discussion on matters pertaining to the work of the members.

The Graphic Arts Association, a departmental of, and which represents the interests of the allied trades in, the Associated Advertising Clubs, also met on Tuesday evening, electing John R. Demarest as chairman; E. W. Houser, vice-chairman; Fred Gage, treasurer, and Joseph A. Borden, secretary. These gentlemen will also be the representatives of the association on the National Commission.

#### Exhibits.

The exhibits of manufacturers were not so much in evidence from the standpoint of numbers this year as at previous conventions, though several did have their exhibits while others had representatives on the ground. Among those having exhibits were Miller Saw-Trimmer Company, saw-trimmers and platen-press feeders; Roberts Furniture Company, "Victory" working frames or tops for type-cabinets; Gene Turner, efficiency devices; F. P. Rossback, perforating machines; A. F. Lewis & Co., "Printing-Trades Blue Book." Representatives of the following companies were on the field: Mergenthaler Linotype Company, Lanston Monotype Machine Company, Intertype Corporation; C. F. Anderson & Co., folding-machines; A. W. Hall & Co., folding-machines; Cleveland Folding Machine Company; Latham Machinery Company, and J. L. Morrison Company, bookbinders' machinery.

#### REQUIESCAT IN PICA.

I reckon now my sun is set,  
Old-timers are crossed off the list,  
No job holds forth for me, and yet,  
I wonder if we "tramps" are missed.

New notions of a younger day,  
All straight stuff set typewriter style,  
While shell-glassed "ad men" draw the pay,  
No "growler" guards the copy file—

The romance all has long gone west,  
For "mats," fool-proof, can not be pied;  
No office joker works with zest,  
And "system" keeps 'em cut and dried.

No 'baccy juice or stale pipe smoke  
A halo 'round the office keep,  
And while subscribers cough and choke,  
The foreman rouses from his sleep.

"Efficiency" they call the germ  
That drove the type-louse from his case.  
Oh, well, I'm old and served my term,  
And guess I must give up my place.

Enough of this old-timer's chant,  
But, here, what's this Help Wanted ad?  
"Night watchman in a printing-plant,"  
Say, pal, I'll get a job, begad!

—R. M. P.



## PAPER, PRIORITY AND LABOR EXEMPTIONS.\*

BY T. E. DONNELLEY.



ONLY want to say one or two words about the situation in Washington, because I am afraid it has been quite misunderstood on account of our own fault, in that we have not been able to get detailed information out to the public at an earlier date. If I may take just a moment, Mr. Chairman, to explain exactly what the paper situation in Washington is it will probably get the picture before you a little more clearly than I could in any other way.

I want everybody to understand that the printing industry has not been declared an essential industry, but that paper-making has. Paper-making has been declared an essential industry, provided that every possible economy is exercised, and all wasteful practices are eliminated.

The Priority Board of the War Industries Board, which has the duty of settling what has priority when two or more agencies demand the same article, has decided that it will give the paper industry a certain amount of coal and a certain amount of transportation, because there are ways in which paper enters into our industrial life to maintain our morale. Among those first are the newspapers and the magazines.

It feels that we can not maintain the morale of this country without disseminating throughout the country the information of conditions abroad and at home, through the newspapers and the magazines, and, therefore, it has rated newspapers and magazines as an essential industry, provided, however, that the newspapers and the magazines make very material cuts. The newspapers are cutting in their daily issues fifteen per cent, in their Sunday issues twenty per cent, and the magazines are cutting by a peculiar scale anywhere from fifteen to thirty per cent.

Now comes the question of job-printing. The War Priorities Board realizes that job-printing to a certain extent is necessary, and it has accordingly figured that the paper consumed in job-printing should be reduced by at least twenty-five per cent. It is quite impossible to police every piece of printing which goes out from every printing office in this country. They are doing that in England. There a man can not issue a four-page circular without getting a special permit from the Government to print it.

We have not come to that condition in this country, and we hope we will not. So what we have got to do is to put the question of policing the consumption of paper in job-printing up to the printers in the United States — and that is your obligation. You are the representatives of the War Industries Board before the consumers of paper, to see that paper is not wasted and is used as economically as possible.

To accomplish these results, after conference with your War Committee, we have limited the weights of paper so that these heavy papers for elegant effect have been discontinued. I would like to say that during the war, wide margins, blank pages and heavy paper have got to be tabooed, and you printers are the people who have got to effect it.

The paper situation all goes back to the question of coal, transportation and labor. Now, coal is short. We are going to be shorter of coal in most parts of this country this winter than we were last. Transportation is short, and will be shorter during the winter.

I don't have to say anything about labor to printers. All of us are suffering from its shortage. Now, every pound of paper that you use means anywhere from one to five pounds of coal and means anywhere from four to ten pounds of transportation; so by every pound of paper you save you are conserving coal and transportation that much.

\*An authoritative statement by T. E. Donnelley, Chief of Pulp and Paper Section of the War Industries Board, before the convention of the United Typothetae of America at Cincinnati, September 24.

The mills of this country are only allowed coal and transportation on condition they will give a pledge that everybody they sell paper to will give them a pledge that they will obey the rules and regulations of the Pulp and Paper Section of the War Industries Board. The buyer of paper must again secure a pledge from the person he sells that paper to, and generally that is a printer.

We want every printer in this country, when a customer comes to him about an advertising campaign, about printing a catalogue, or any other piece of printing, to advise with that customer how he can get the message which is going to be printed to the public with the least number of pounds of paper.

The printer is not required to get a pledge from his customer; the pledges are supposed to stop when the printer gives his pledge to the paper men or the mill that he will use his greatest efforts to economize.

This present situation will stand simply on the fact of whether the printers of this country are patriots enough to make good that they will fulfill their pledge to us that their customers economize in the use of paper.

Now, just a few things which we will probably send to you later.

We want everybody to use 16-pound folio instead of 20 and 24 pound paper for correspondence. We don't want anybody to use bond-paper for circulars. We don't want anybody to use a four-page circular when he only prints on the first page of it. We don't want anybody to use great wide margins when the message can be put on paper with small ones.

In other words, every printer in this country must realize that he is the agent of the Government to save at least twenty-five per cent of the paper which the customer would ordinarily use. If you do that, you are going to have enough paper to do all the printing that is required. If you don't do that, why, the paper will have to be further cut and the printing industry will suffer materially.

I would like to say one thing more — about the question of labor and priorities. I see this little circular here says that printing and the allied trades are essential. The War Industries Board has settled no such thing. It settles with each individual printing concern whether or not it is essential.

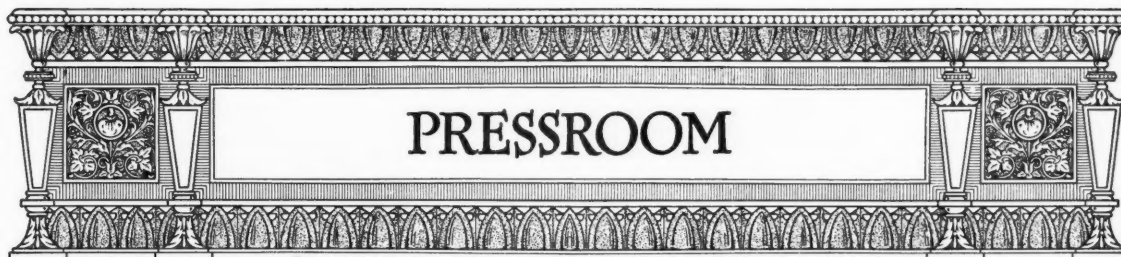
If you are printing exclusively newspapers and periodicals you are automatically put on the essential list and get priority No. 4 for coal. If you are printing anything else except periodicals and newspapers and you want to get on the priority list you must send for a priority application blank to the Priority Board of the War Industries Board at Washington, and if you have seventy-five per cent of your production made up of newspapers, periodicals, food-containers, printing for railroads or telephone companies, or for other direct, essential needs of the Government or the war, you will be placed on the priority list; if you haven't you will not be placed on the priority list.

The priority list will be used as a guide to give you priority for transportation, but it does not give you priority for labor. If you are on the priority list it is of some advantage to you before the various local exemption boards, but because the War Trade Board says that you are seventy-five per cent essential does not mean that your men are exempt from the draft.

It does mean, however, that if you have certain men who are "key" men — men without whom you can not operate your business — and your business has been rated essential, you may get for them deferred classification, although you can not get them exempted entirely.

To exemplify with paper-mills: The paper-mills are now applying for deferment of classification for machine tenders, as they say that these men can not be replaced and if they are lost the whole mill shuts down. But they are not asking for entire exemption. I want to get it out of everybody's mind that because you have been classified as essential, for that reason you can get your men exempted.





The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

### Truck Rolls Slide.

Paul Schubert, Detroit, Michigan, writes as follows: "In the August number of *THE INLAND PRINTER*, page 631, I note an article regarding an Iowa publisher who had trouble with his rollers sliding instead of turning. In addition to your suggestion to use wooden bearers, I would suggest that he put pin keys on both ends of his roller-stocks so that they fit into the little socket of the roller-trucks, thus making the trucks drive the roller. This is suggesting, provided I understand his statement correctly."

### Cleaning Gears on Presses.

Occasionally it becomes necessary to clean off the accumulation of dirt that adheres to the grease in the teeth of gears on presses. This operation is not difficult if kerosene is used with a paint-brush having stiff stubby bristles. Dip the brush in the liquid and brush back and forth across the face of the gear-teeth. This will insure that all dirt is brushed out. A clean supply of the liquid will do the final cleansing. The cleaning of racks and cams on presses is also made easier by the use of a paint-brush and kerosene. The kerosene does no harm to fiber gears.

### Printing Envelopes on Platen Presses.

It is easier to feed corner-card or return-address envelopes if the form is locked upside down a little above the center of the chase. As the gummed flap is then away from the lower guides, no difficulty is experienced in feeding, and wastage is reduced to the minimum. Where it becomes necessary to print with opened flaps, that is, of course, the only way to feed them. Feeders usually find it an easy matter to close the flap when taking the envelope from the press by turning the flap under with their left thumb just as the envelope reaches the edge of the platen.

### Trouble With a Drum-Cylinder Press.

A North Dakota publisher writes: "We are having considerable difficulty with our drum-cylinder newspaper press. The trouble is with the register-rack. There seems to be too much play in the press so that the teeth strike upon one another instead of meshing. We have set it repeatedly, but every once in a while the teeth will not mesh, thereby striking on top of one another as they come together and wearing on the cogs, or even breaking the end one off. Would the air-cushions have anything to do with the trouble? A personal letter giving a remedy for this trouble would be greatly appreciated."

*Answer.*—We believe this matter is of sufficient importance to warrant consulting the maker of the press. Write the manufacturer, giving the number of the press and size of the bed, covering fully the nature of your trouble. You should also mention the rate of speed at which you operate your press when the trouble occurs, as this has a bearing on the matter. The air-cushion should be set to correspond to the speed of the press, and the gibs at the side of the slideways should be tight enough to take up as much lost motion as possible. If you are

only printing the newspaper you may temporarily remove the register-rack and operate the press without it. When you have definite instructions from the experts at the press-factory you will be able to proceed with safety.

### Bond-Paper Envelope Causes Slur.

A Washington pressman submits a Number 10 document envelope of white bond-paper, having rules running the long way of the stock. The following letter accompanied the envelope: "I am enclosing a specimen of an envelope job that has caused us a great deal of trouble by the left-hand rule slurring. I have tried every remedy that I could think of, but nothing seems to relieve the situation. The job was printed on a 10 by 15 press. The up and down rules were of two-point rules, which we changed to six-point column-rules, but with no better results. When printed on flat paper the rule did not slur, so it must be that something about the envelope causes the trouble. I have never run up against anything like this before, and am therefore at a loss to know what to do. I will be very grateful if you can tell me what to do."

*Answer.*—The nature of the stock used in the envelope tends to make it baggy, hence it does not lie flat in printing. When the impression drives the envelope to the platen, the slurring is caused by a slight movement of the paper during the operation. This movement is doubtless due to the air imprisoned in the envelope, or, perhaps, to the slightly wrinkled condition of the envelope caused by a copious supply of gum. To avoid slurring it is necessary to make the envelope lie flat while being printed, as a type-line prevents the employment of a cord running between.

### Power for Driving Printing-Presses.

Years ago, when the printer emerged from the stage where his presses were driven by foot power to a higher plane where he used steam power, he usually announced the fact on his stationery. His card might read "John Smith, Steam Job-Printer," or something to that effect. He did not forget to use the word "steam" to indicate the use of power in his plant. The writer's first experience in printing was in a shop where an old-style Gordon was "kicked" or "pumped" as the case might require; the Universal was, of course, "kicked," because of no other convenient manner of driving. Finally a "Little Giant" one-horse-power steam-engine was installed to drive the two presses. Naturally the overhead cost increased and the young printers met the increased cost by harder work. Since that time the writer has seen many different ways of driving presses, a water-wheel in one shop and a "dog" engine in another. This dog-power contrivance consisted of a large wheel about twelve feet in diameter, in the periphery of which "old dog Tray" would tread his way. A one-inch cable would transmit the power from the back yard to the inside of the shop, where pulleys were arranged to drive the country press then in use. In a small Iowa town a weekly paper was printed on a Fairhaven cylinder, driven by "man" power. Two colored men working in relays furnished the power to turn a

crank with which the press was operated. Coming down to recent years, printers broke away from steam power and man power and installed gas-engines. A few years prior to the World's Fair a number of Chicago shops used gas-engines which used natural or fuel gas, which was then comparatively cheap. Later gasoline-engines came in vogue and were used widely until displaced in favored localities by the electric motor, which now has become the favored means of driving printing machinery. What may come later can scarcely be conjectured, but from the present outlook it seems that the internal-combustion engine and the electric motor will be the means of driving printing-presses for some time to come.

### Electricity in Paper or Press.

Two newspaper printers, one in Iowa and the other in Illinois, having the same kind of trouble with feeding the paper through the press on the second side, ask for a solution of their difficulty. Both these printers recognize the trouble to be electricity in the paper or the press.

*Answer.*—You can be reasonably certain that the trouble will be reduced to the minimum if the stock is kept in a dry, warm place. Heat seems to eliminate electricity from stock, which, if cold, could not be fed through the press at all. Pile the paper near a radiator or a stove. If necessary, hang a lift of stock on a radiator and get it warm clear through. In connection with the foregoing, the tympan should be oiled — not only the top sheet, but every sheet. Having the entire tympan well greased with a mixture made of equal parts of paraffin and machine-oil will tend to minimize trouble with electricity in the paper stock. For those who can afford them, the electric neutralizers are more certain in action.

### Lantern-Slides for Liberty Loan Speakers.

A pressroom superintendent in a large private plant writes: "Some time ago when in Chicago I learned through THE INLAND PRINTER of a method of producing lantern-slide plates. As the details have slipped from my mind, not having put them immediately into practice, I will ask you to tell me again how to produce, inexpensively, plates for use in throwing printed matter on a screen."

*Answer.*—If we recollect the matter correctly, a double transfer is made from an inked type-form. The type will be set up, and, after proof is read and corrections are made, it is locked up with an inverted half-tone or other printing-plate on each side to bear off the pressure of the roller so as to ink only the face of the type and not the sides. The form is inked, using a good grade of job black. A clean composition roller is then rolled over the form and receives a transfer therefrom. To prevent the ink from the blocks being deposited on the roller also, a piece of thin paper is placed on each wood base. A piece of lantern-slide glass is then placed flat, in a firm position, surrounded by other pieces of glass of equal thickness to bear up the roller. The roller with the transfer is run over the piece of glass, which receives the ink. This piece of glass and another of the same size (cover-glass) are bound together with tape around the edges, which holds them together and permits the safe handling of the glass. There is another method which may suit you better, but it involves the use of a piece of transparent celluloid mounted between two pieces of glass. In some cases the heat of the machine makes it a rather risky matter to use this kind of a slide. An experiment will perhaps show you the comparative merits of the two methods. A sheet of celluloid is printed upon in the same manner as a piece of bristol-board. Use the best black ink. Some use an offset impression so as to give greater density and produce more contrast in the projection. We have also seen good results from impressions pulled in gold-size and bronzed.

A recent letter from our correspondent reads in part: "We followed out the suggestions given by you, and our people were

very much pleased with the slides which we made for the Four Minute speakers and for use in bond drives. We thank you for your help."

### THE SIZE OF A SQUARE.

The size of a "square" as applied to legal advertising varies in different States, and has been a source of perplexity to many newspaper publishers. The best method of figuring a newspaper square, as it applies in the State of California, is set forth in the following schedule, prepared by Robert L. Telfer, state printer, for *The Pacific Printer and Publisher*, in response to a demand for some such schedule, shown in frequent inquiries from publishers. The California laws state that "A square of advertising shall be 234 ems nonpareil."

#### A NEWSPAPER SQUARE.

Based on 13-ems column.

TYPE—	Lines.	Inches.	Ems Comp.
6-point solid .....	9	$\frac{3}{4}$	234
6-point thin-leaded* .....	9	$\frac{7}{8}$	273
6-point leaded .....	9	1	312
6-point double-leaded .....	9	$1\frac{1}{4}$	390
7-point solid .....	$10\frac{1}{2}$	1.02	234
7-point thin-leaded .....	$10\frac{1}{2}$	1.16	267
7-point leaded .....	$10\frac{1}{2}$	1.31	300
7-point double-leaded .....	$10\frac{1}{2}$	1.6	367
8-point solid .....	12	1.33	234
8-point thin-leaded .....	12	1.5	263
8-point leaded .....	12	1.66	291
8-point double-leaded .....	12	2.00	349
9-point solid .....	$13\frac{1}{2}$	1.68	234
9-point thin-leaded .....	$13\frac{1}{2}$	1.87	260
9-point leaded .....	$13\frac{1}{2}$	2.06	286
9-point double-leaded .....	$13\frac{1}{2}$	2.44	339
10-point solid .....	15	2.08	234
10-point thin-leaded .....	15	2.29	257
10-point leaded .....	15	2.5	281
10-point double-leaded .....	15	2.92	328
11-point solid .....	$16\frac{1}{2}$	2.54	234
11-point thin-leaded .....	$16\frac{1}{2}$	2.75	255
11-point leaded .....	$16\frac{1}{2}$	2.98	275
11-point double-leaded .....	$16\frac{1}{2}$	3.44	319
12-point solid .....	18	3.00	234
12-point thin-leaded .....	18	3.25	254
12-point leaded .....	18	3.5	273
12-point double-leaded .....	18	4.00	312

\*1-point leads.

The head or title should be set not larger than double that of the body-type, viz.: 12-point heading over nonpareil. Box headings must be set in as compact form as possible.

#### WORDS TO COLUMN (13 EMS) INCH.

There are approximately the following number of words to the regular column lineal inch:

6-point solid .....	102 words	10-point solid .....	46 words
7-point solid .....	83 words	11-point solid .....	37 words
8-point solid .....	69 words	12-point solid .....	30 words
9-point solid .....	58 words		

A newspaper square, based on three-quarters inch solid nonpareil, contains approximately the following number of words:

6-point .....	77 words	10-point .....	95 words
7-point .....	85 words	11-point .....	93 words
8-point .....	92 words	12-point .....	90 words
9-point .....	97 words		

### GOOD BUSINESS RULES.

Make friends, but not favorites.

Be wary of dealings of unsuccessful men.

Keep down expenses, but don't be stingy.

Don't take new risks to retrieve old losses.

Don't worry; don't overbuy; don't go security.

Be cautious, but when a bargain is made, stick to it.

Make plans ahead, but don't make them in cast iron.

Be content with small beginnings and develop them.

Keep a high vitality; keep insured; keep sober; keep cool.

Stick to chosen pursuits, but not to chosen methods.

Don't tell what you are going to do until you have done it.

— *The Shield.*



— a constructive merchandising art service —

## **GOTHAM STUDIOS Incorporated**

St. James Bldg. • 1133 BROADWAY • New York

*Makers of GOOD DRAWINGS for*  
Car Cards • Newspaper Advertisements  
Booklets • Window Cutouts • Hangers  
Labels • Folders • Posters • Stationery  
and all advertising matters • • •



Each Gotham illustration is a  
graphic interpretation built on an  
idea — Ideas are business builders!

**F** Farragut  
4741

Striking and distinctive letter-head and package-label of a  
New York city organization of commercial advertising artists.

## Salesmanship and the War

With the selective draft taking out of our industrial million and more young men of this country, many of whom have been or now are engaged as salesmen, the problem of selling becomes a very serious one for many of our large business firms.

How are these salesmen going to be replaced?  
There is but one answer: By employing more ink-on-paper salesmen.

Catalogs, booklets, folders, posters, hangers and other forms of printed sales literature in the future must do what formerly was done by the many personal salesmen who are now serving their country. And if rightly designed and produced, these paper and ink salesmen are far more efficient at a given cost because there is practically no limit to the territory that may be covered.

True economy does not mean to stop spending money. It means spending money wisely. And in salesmanship there is no truer economy than spending money wisely for printed advertising — as has been proved by us to the satisfaction of some of the country's largest and most successful mercantile houses.

Ink-on-paper salesmanship will henceforth become more and more an absolute necessity. We cannot sit still and expect business to come our way without it. It will not come.

**JOHN RUSSELL**  
Printing

2216 WEST STREET, NEW YORK CITY  
PHONE BATTERY 12

Good copy spelled by best typography

## Salesmanship and the War

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**Thos. B. Brooks**  
Sales-Making Advertising  
216 W. 18th ST., NEW YORK  
TELEPHONE, CANTON 779-771

The same copy well displayed and evenly balanced

Thomas B. Brooks, art printing, 216-222 West Eighteenth street, New York city, contrasts ineffective typography with his own good work on facing pages of his house-organ, *Impressions*.





BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

### Suggestions for Better Work in Commercial Stationery.

In looking over the specimens which come to the editor of this department, we note that there is one class of work in particular on which a great improvement could be made. Commercial or business stationery forms are worthy of more attention and care than they are given by the average printer.

It is true that there is a growing appreciation of the advantages of better stationery among many users of printing, and printers themselves are in some instances waking up to the possibilities afforded by good letter-heads, envelopes, etc. What is better, many business men show an increasing willingness to pay more than the prevailing minimum price for such printing, particularly for letter-headings which are good enough to make a favorable impression on their trade every time one is received. Unfortunately, the percentage of such business houses and printers is in the great minority, and, as a general rule, work of this character is turned out quickly and cheaply, therefore badly. A firm that is insistent upon the best quality of paper and workmanship on its broadsides will follow up such advertising with letters on stationery which at best is mediocre. Surely this condition offers an opportunity for ambitious printers to open up a wide and profitable field.

One of the most simple forms of commercial stationery printing is that done for professional men, such as lawyers, physicians, etc. Precedent, established through the practice of years and the ethics of the professions, has determined a standard for work of this character which is well known. Occasional lapses from good taste in this connection, indicated by specimens received at this office, suggest that it is not out of place to repeat the main considerations at this time. All stationery work for professional men should be set in small type, unobtrusive in design, and, preferably, modeled after the style of the steel die and copperplate engraver's work. The reason for this restraint and dignity is found in the ethics of the professions, which forbid them advertising in the manner of commercial houses.

This class of work, however, is but a small fraction of the stationery printing done today. By far the greater volume is for business firms, which, instead of being averse to advertising themselves or their businesses, are keen to secure the greatest possible amount of publicity from every item of printing used. And there are opportunities for effective advertising in the letter-head, envelope, bill-head, etc., undreamed of by many of the thousands in the printing business today. In the stationery work for business houses, therefore, no conditions govern except good taste and good sense.

Mere prettiness, however, is no especial recommendation; and a pretty letter-head is seldom preferable to a plain and dignified design. A successful letter-head is possible only when it conforms to those principles that govern all printing —

harmony, simplicity, etc., and a decision concerning its true worth is by no means a matter of personal opinion. A letter-head, business-card or other form designed in accordance with those fundamentals may not always be good, but it can never be wholly bad. On occasions, too, a design which violates those fundamentals may apparently succeed, but that success is only partial, for such work invariably leaves a bad taste in one respect or another.

The prime consideration with business stationery is that it be legible. Regardless of how unusual or striking the design may be, how appropriately it suggests the character of the business, how harmonious the colors may be, it is poor business stationery unless it may be easily read. The type-faces should not be selected, as is too often the case, because they are unusual, novel and distinctive. To secure those qualities something of legibility and considerable of dignity must be sacrificed, as the most legible type-faces, plain romans, are old faces, permitting of little modification without an undue sacrifice in other and more important features.

Best results in both legibility and harmony are secured when but a single style of type is used. Since there are generally but few lines of type in such forms, more than one style is decidedly unnecessary, for purposes of emphasis or otherwise. At most, not more than two styles should be used, and in that event the relationship between the two should be harmonious. Character in design is impossible when several different styles of letters are employed, the result of such work being nondescript in its appearance. Considerable ingenuity is, of course, required to give every job a different appearance with but one style of type, but the compositor who has dozens at his disposal never learns the possibilities of any one.

Compositors who feel like taking issue with us on the points made above should examine the work of such printers as Taylor & Taylor, The Marchbanks Press, Arthur C. Gruver, and others who do considerable of this class of work. Close to one hundred per cent of the work of those master craftsmen is done in Caslon Old Style, a plain roman letter, or some modification such as Goudy, Kennerley or Cloister. With proper presswork and good design, no other type-face is necessary, and surely none can equal this versatile letter. Marchbanks will employ an occasional line in a Caslon Text for the purpose of lending color and giving contrast to brighten work otherwise set in Caslon, but this letter is invariably used in such a way that it does not strike a discordant note. When used at all, it is employed for large display lines, in which condition its variation from the roman used in smaller sizes is not displeasing. The use of an occasional line of text, as indicated, is all the ornamentation found in much of Marchbanks' work, and it is enough.

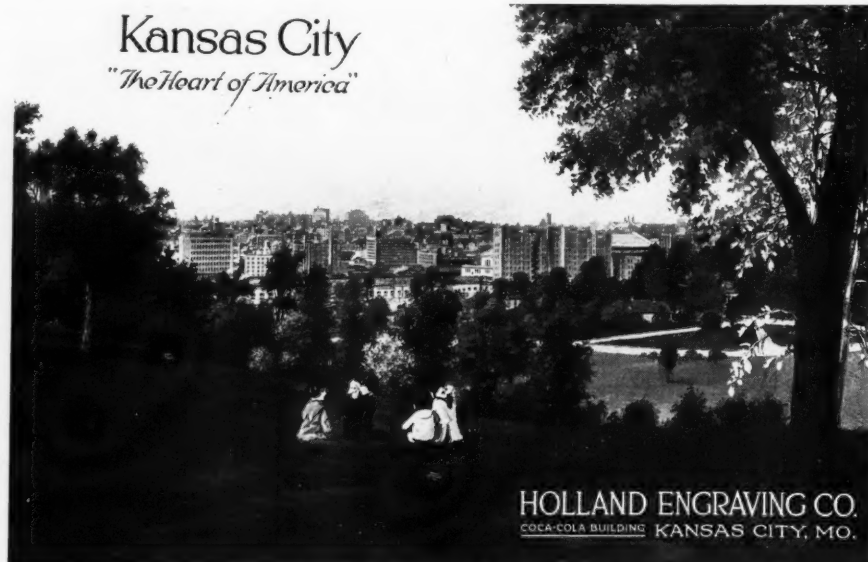
Typographers do not confine their work to plain roman styles as closely as they should. This, of course, is not always

the compositor's fault, for most printing-plants do not possess full series of roman letters above twelve-point. Laboring under the misconception that light-face romans such as Caslon are intended only for body-matter in bookwork and advertising composition, they have sought other styles for their display-work. This equipment, bought in dribs of a size or two of one style and another for occasional jobs to suit the fancy of occasional customers — and regular customers whose fancies change from time to time — is in most composing-rooms a nondescript array. Such a condition has encouraged the type-founders to vie with each other in bringing out new faces, dozens of which are cut each year, most of them catering to passing and changing fancies. Many of these enjoy a brief, meteoric career as novelties and then lie dust-covered in the cases as something else attains ascendancy for the time. Caslon, however, goes on forever.

advantage. The other display lines should vary little in size, giving emphasis where required, but still retaining the coherence of the form.

Obviously the paper of the envelope, bill-head, letter-head, etc., should be the same. Nothing savors of cheapness so much as a letter-head of one color and an envelope of another. But even that is not enough — the type should be the same and the arrangement similar, while the same colors should be used on both items. To obtain the cumulative benefits of repetition, letter-head, envelope, bill-head, etc., should be so nearly alike that the one will suggest the other, and all will suggest the firm using them as emphatically as possible on every possible occasion.

In respect to color, another point comes to mind. If a typewriter is used for correspondence it is desirable that the color of the ribbon should match the color of ink used in printing the



First inside page of four-page mailing-card sent out as the contribution of the Holland Engraving Company, Kansas City, Mo., to the publicity campaign of the Fourth Liberty Loan. In the original, the words "Subscribe to the Fourth Liberty Loan" were printed in red beneath the group of lettering in the upper left-hand corner of the page. See opposite page.

In most cases it is wise to use all capitals in a letter-head and envelope, as in a title-page, for capitals give fuller form and better balance to the lines. When the name-line is very long, capitals and small capitals are often used in place of capitals of the same size. Another advantage of the capitals is that they are more formal and dignified. In spite of this rule, however, effective headings are often set in capitals and lower-case, while a line of italic introduced in the heading can serve to lend variety and emphasize an important point, at the same time adding a touch of embellishment.

While in advertisement composition it is desirable to emphasize most prominently the name of the article advertised, in commercial stationery the name of the firm should be in the largest type. It may be desirable to have the commercial or business letter-heading strong, but the compositor should see that it does not overbalance the letter itself. Restraint in this respect must be practiced lest the heading conflict with the letter and make proper attention to it impossible; and here is another good and substantial reason for the avoidance of bold lettering and bizarre designs.

The main type display should not be too large. On personal headings the name-line should not be larger than ten-point, on professional headings twelve or fourteen point, and on commercial headings eighteen-point, although on occasions lines of the last-named sort might be set in twenty-four-point to

heading. On the other hand, if two colors are employed in printing, the ribbon should be matched by one, and the other should be in strict harmony. With a sample of the work of the typewriter before him, the average pressman can match it without much trouble. As evidence of an increasing realization of the importance of pleasing combinations in this respect, the great majority of business concerns are now using black ribbons, and this is peculiarly fitting inasmuch as approximately one hundred per cent of business printing is done in black, or black and some other color. No matter how pleasing the colors of the printing are in their relation to each other, the whole effect is nullified if the color of the typewriting is out of harmony. Time was when purple typewriter ribbons were in almost universal use and letters were not so pleasing and inviting then as they are today when black is the rule. The effect of the envelope is also heightened if one of the colors matches the postage-stamp used, though this practice was more feasible in the days of the two-cent red stamp than today when we are using purple stamps for our correspondence. Perhaps the two-cent stamp will return. In any event the value of red as a color for emphasis and embellishment adds a certain value to the red stamp.

It is also desirable to have the stationery, especially those items which go out from the office of the user, to represent him in other offices, printed on the kind of high-grade paper that

will create a good impression in the recipient's mind, not so much that expensive paper should be used, but, rather, that cheap, shoddy paper should be avoided.

While much has been said of the possibilities of suggestion in the character of the type used in its relation to the character of the business, modern printing has rather outgrown that idea. Obviously type of fine, graceful and delicate lines suggests the feminine, and is peculiarly appropriate for the stationery of a milliner; and a bold, block letter suggests strength on the stationery of a machine manufacturer. In reality, however, outside the professional work previously mentioned, no kind of business demands a certain kind of type. Marchbanks or Taylor & Taylor would set the letter-heads of both the milliner and the blacksmith in Caslon and produce a satisfactory design for both, suggesting each business motif by the size of type, perhaps, and by the style of arrangement.

the municipality is the logical trading center of that section of the State. The next page shows four views of the interior of the city's commercial club, and many of the comforts afforded the transient guest within the corporate limits. This latter page also contains pithy boosts for the local Y. M. C. A. and Y. W. C. A., and the best of the other places of entertainment available. On the page following are printed additional reasons as to why the city should be taken advantage of by buyers, this time stress being placed upon the transportation facilities offered, both steam and electrical. Then the remaining twenty-six pages are devoted to individual advertising.

A short time preceding the three-day spring exhibit, the booklets were distributed to various points within the prescribed territory. Individuals receiving them were attracted in the desired way. Within the thirty-six pages (from first to last) were offered the advertisements of twenty-six reliable



Second inside page of Holland Engraving Company's folder, depicting how the same beautiful city would appear if it were in the path of the atrocious Huns. This was surely a forceful appeal for the purchase of Liberty Bonds.

There is still another exception, but it is of less frequency even than the professional work and it can scarcely be compared to a business. The Gothic style of lettering, because of its age and historical association with the church, is just the thing for church printing, lending the proper atmosphere on stationery for a religious organization.

### GETTING NEW BUSINESS.

BY JACK EDWARDS.

That profit awaits the printer who inaugurates something "catchy" in the printing line has been demonstrated in one of the smaller hustling cities of the Middle West. With the coöperation of the local commercial organization and many of the leading merchants of the place, an item of printing has been created that, aside from making money for its creators, has proved a boon to the residents of the community, and of wonderful benefit to the city as a whole.

The item of printing referred to is a booklet of thirty-two pages and cover, entitled "Spring Exhibit." It is a two-color job, an attractive orange-colored border enclosing each page throughout. The front cover contains a pleasing and appropriate illustration, and the back cover displays a detailed schedule of the train service to be enjoyed to and from the city.

As a frontispiece, a view of the city's main thoroughfare is used, while the opposite page sets forth claims as to just why

business houses, together with additional information making for the well-being of the ones whose patronage was solicited. The recipient of each copy simply had to be impressed favorably with the city and its offerings.

With variations, the plan here outlined might be carried out by other printing-houses elsewhere. Coöperation on the part of the local chamber of commerce, if there is one in his community, and several of the foremost business men, should be readily forthcoming upon the local printer's presentation of the scheme for their consideration.

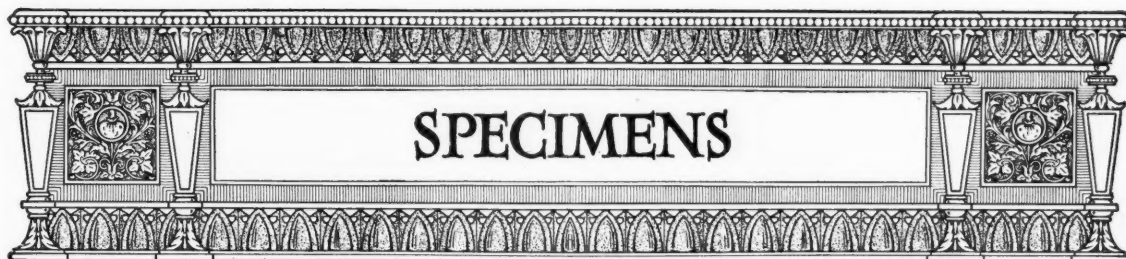
In the case here illustrated, a "Spring Exhibit" was featured. It is needless to say, however, that almost any special occasion might be made the object of such a campaign. The county fair, old settlers' week, home-coming days, and so forth, would be fitting occasions in many communities.

And one of the best things about the plan is that a booklet once instituted could be made to be the basis of a regular annual — or oftener, as the case may be — appearance of such literature within a specified district. Many of the illustrations used in the initial volume could be held over for succeeding issues, thereby keeping cost of production down to a minimum. In time, the residents round about a city employing such means of publicity would become accustomed to receiving copies of the booklet at stated intervals, which fact should assist the advertising solicitor materially in inducing business houses to sign his contracts.





THE BROWNSTEIN-LOUIS COMPANY, Los Angeles, California, is a large manufacturer of men's wearing apparel, and a copy of their latest large catalogue, printed by Young & McCallister, Incorporated, is illustrated practically throughout with half-tones made direct from unretouched photographs, of which those reproduced on this page are representative examples. An idea is here suggested which might be adapted by manufacturers in various other lines. Too often, we feel, articles of merchandise are given a false glamour through illustration in the form of wash-drawings, or photographs so retouched as to amount to the same thing.



BY J. L. FRAZIER.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in package of specimens, unless letter postage is placed on the entire package. Specimens should be mailed flat, not rolled.

THROUGH the courtesy of John G. Hanrahan, business manager of *The Nation's Business*, we have received a copy of a handsome portfolio pamphlet entitled "The Story of the Nation's Business," copies of which were recently mailed to a list of large national advertisers. While manifestly of a promotional nature, with considerable space devoted to detailing the quality of circulation, reasons for advertising in the publication, etc., considerable interesting information is also given concerning the paper itself. *The Nation's Business* was originally published as a four-page journal, of newspaper size, its sole purpose being to record the activities of the National Chamber of Commerce, and its circulation was confined to members of the organization. As the Chamber of Commerce grew in size and influence, a need was felt for carrying to all progressive American business men an enlightened understanding of business as a matter of national moment. The newspaper, therefore, became a monthly national magazine of ninety-two pages, one of the most interesting, in fact, within reach of the American people today. In the portfolio itself there are twenty pages, 9 by 12 inches in size, the style of treatment permitting of a forceful exploitation of the various features therein. On the first page a letter signed by Mr. Hanrahan, typed upon the paper's regular letter-head, is tipped inside a rule border printed in orange. Other pages are devoted to various things, as, for example, a listing of the officers and directors of the organization, with portraits; "The Story of the Nation's Business;" a large reproduction of the first issue in newspaper form; one of the modern lithographed covers, designed by Vernon Howe Bailey; a listing of prominent men of affairs who contribute to the pages of the publication; a graphic chart showing the ratings of 1,000,000 American business concerns, demonstrating how the big firms with the high ratings may be appealed to through *The Nation's Business*; a graph in the shape of a sliced pie, showing the number of subscribers having this and that rating, etc. Another graph shows the growth of advertising, as well as some representative advertisements appearing in *The Nation's Business*. It is not the purpose of this department to review printed publicity from other than the standpoint of printing, but information on the character and purpose of

such forms is of general value, and, in a way, is necessary for proper understanding of the reasons for the handling given the work. As stated, the pages are 9 by 12 inches, the paper stock being a high-grade English finished book-paper, having deckled edges which appeared at the front margin in the book. The typography was in Bodoni, varying in size as the requirements

paper to show through. The border is made up of stars in reverse at the corners, extending about an inch and a half along the sides in each instance, while in the center at the top the spread-eagle insignia of the publication is set in. The cover is of heavy-weight white hard-finished antique, a flap of about six inches extending from the back over the pages and under the front cover when mailed.

This appears like waste, but in reality it lends an element of worth and aids in carrying out the idea of a portfolio, where, otherwise, the production would have no excuse for being called other than a pamphlet, unless the large size of the pages would make such designation ludicrous. The front cover-design is most dignified and yet it is striking and effective. It is reproduced on this page. The miniature cover, which appears in the panel, was printed in an ironed-out sunken panel, which permitted good printing of the half-tone. The border, as well as the insignia of the publication, which appears underneath the words "Nation's" and "Business," was printed in orange. Presumably the name of every one receiving a copy was engrossed by hand in the lower left-hand corner, as the name of the writer appears in the reproduction on this page. All in all, this portfolio is a most effectual and pleasing piece of high-grade printing. It would hardly be cast aside by any one, no matter how large his interests or how his time is taken up.



*Specially prepared for*  
J. L. Frazier

Front cover of advertising promotional portfolio mailed to a selected list of national advertisers by *The Nation's Business*, a monthly magazine published by the Chamber of Commerce of the United States. A personal touch was given each copy sent out by lettering the name of the recipient on the front cover, as here indicated, as well as by a typewritten letter tipped to the first inside page.

for the proper presentation of each page demanded, the majority being in eighteen point. A background, produced from a middle-tone Ben Day screen, and printed in orange in combination with a narrow border, sets the pages off and produces a forceful effect. Where illustrations and initials in panels appear, the Ben Day background is cut away, permitting the pure white of the

paper to show through. The border is made up of stars in reverse at the corners, extending about an inch and a half along the sides in each instance, while in the center at the top the spread-eagle insignia of the publication is set in. The cover is of heavy-weight white hard-finished antique, a flap of about six inches extending from the back over the pages and under the front cover when mailed.

THE DU BOIS PRESS, Rochester, New York.—The catalogue produced by you for the Hickey-Freeman Company, "For American Men," is a most commendable piece of printing. The style

HOWARD VAN SCIVER, Saint Augustine, Florida.—Both your own and the specimens of J. R. Poland, enclosed in the same package, are representative of a high degree of excellence.

SUPERIOR TYPESETTING COMPANY, Chicago, Illinois.—Your new specimen-book, showing type-faces at the disposal of your customers, is quite satisfactory. The cover, especially, is striking and effective.

VOLUME I, Number 2, of *The Miehle Bulletin*, a new house-organ published by and in the interests of the employees of the Miehle Print-

ing Press & Manufacturing Company, Chicago, has been received at this office. It is a plain but neat and interesting little paper of twelve pages 6 by 9 inches.

**Anniversary** 25 **Announcement**



**THE** Fairfield Printing Company desires to announce that on August 25th, 1918, our manager, Mr. B. F. Wnorowski, celebrated the *Twenty-Fifth Anniversary* of his entrance into the printing "game." On August 25th, 1893, he entered the employe of the *Republican* at Splem, Illinois, his first "salary" being at the rate of 5c per day.


From this beginning, he advanced through "all around" experience in every department of the newspaper and job printing business in three states, this quarter of a century of varied printing and advertising experience eminently fitting him for the position he now holds.

From this experience of a *quarter of a century* was our *Fairfield Quality Printing* developed and brought to its present high standard.



Our "Quality" Trade Mark has a quarter of a century's Experience back of it.

*The Fairfield Printing Company*



**ADVANCE NOTICE**  
TO OUR CUSTOMERS

Monday, July twenty-ninth, our

## Semi-Annual Clearance Sale

Furniture, Carpets, Oriental and Domestic Rugs, Linoleums and Drapery Goods will be opened to our patrons and their friends only, *one week in advance of public announcement and opening on August fifth.* An opportunity is thus given our customers to make unhurried selections and to receive satisfactory service. *There will be unusually attractive bargains.*

**W. & J. SLOANE**  
ESTABLISHED 1845

216-228 SUTTER STREET · SAN FRANCISCO

Contrasting the anniversary announcement at the left with the Sloane announcement at the right illustrates far better than words the value of simplicity in typographic design. Complex in arrangement, crowded, and printed in three colors—two browns and silver on buff-colored stock—the design at the left is difficult to read and comprehend. In the one for Sloane, readable type, generous white space and one-color printing result in a page which is not only pleasing and dignified but which is easily read.

of design is decidedly unusual, and especially the cover. The typography, illustration and presswork throughout are of a high order.

HARRY E. MORRISON, Ayrshire, Iowa.—The several letter-head designs, set in the beautiful Artcraft series, are delightfully pleasing and in good taste. The one for the Rauschmayer School of Musical Arts, printed in a deep blue and a blue tint, is especially pleasing. Simplicity of design and the grouping of lines into pleasing masses are the outstanding good features of your work, while display could scarcely be improved.

JULIA S. OSBORNE, Sycamore, Illinois.—The book-mark distributed by the local library during the Fourth Liberty Loan campaign to promote the sale of Liberty Bonds is an excellent one. For the benefit of our readers we will state that this book-mark is simply a narrow strip of cover-paper about 1¼ by 6 inches, on which, in addition to the words "Book Mark, Sycamore Public Library, Sycamore, Illinois," brief copy urging all to buy bonds is printed.

LOUIS A. BRAVERMAN, Philadelphia, Pennsylvania.—The specimens most recently sent us are up to the standard of past contributions to this department. In general appearance and legibility, no better work is possible; it is common-sense printing in every particular. "Selling by the Printed Word," an advertising promotional book for The Dando Company, is not only a fine example of printing, but a most ably written treatise on direct advertising.

R. C. STUART, Ithaca, New York.—Specimens sent us are neat, and exceptionally pleasing otherwise. They well illustrate that sufficient prominence may be obtained with light-face type of reasonable size when proper consideration is given the matter of the background of white space. When prominence, neatness and dignity are obtainable at one and the same time with types of light tone the necessity for bold-face type is doubtful, except for the occasional advantage of general effect.

THE SCHERCKVERTISING COMPANY, St. Louis, Missouri.—The little house-organs produced by

you for various St. Louis concerns are effectively gotten up. The one for the Great Western Cleaner Company, the cover of which is a miniature "take-off" on the *Saturday Evening Post*, is especially clever. The name of this little paper, *The Everyday Settler*, is admirably suited to the

style of treatment given the covers of the big national weekly. The copy is snappy, interesting, brief, and to the point.

THE FAIRFIELD PRINTING COMPANY, Fairfield, Iowa.—The folder commemorating the twenty-fifth anniversary of the entrance of your manager into the printing business is not an example of high-class printing. It is overelaborate in a decorative way, and is made complex through the use of so many ornamental features. In addition, the type-matter is spaced so closely that, with the other features which make for complexity, the design as a whole is uninviting to the eye and difficult to read. The tendency to be ornamental should be curbed. A reasonable amount of decoration is permissible, and a spot will often overcome severity, but when the decoration conflicts with the type for attention, and makes the act of reading difficult because of the distracting influence, it should be avoided. The colors are dull and lifeless.

DEUTSCHMEISTER & OCHS, New York City.—All the blotters of the large collection sent us except one are unusually good as regards copy, arrangement, display, colors and presswork. The exception is that one on which a ribbon border was used, the display line at the top of which reads, "Every energetic merchant endeavors to promote his business." That border, because of its strength and character, is rather distracting in its effect on the reader, making the act of reading irritating, if not difficult. The simple typography of the others, enhanced by effective display with readable styles of type, should cause the good copy to prove effective in results, which is the important consideration.

Mille Lacs County Times, Milaca, Minnesota.—Your letter-head design, printed in red and black from Publicity Gothic, is both striking and unusual, due mainly to the character of the type used. The red, however, is too deep to fulfil the purpose of brightening the design, while the gray used for printing the decorative border is a little too weak. Red, to be used satisfactorily with black in typographic printing, should be of

**Harrison**  
**7771**  
**Bertsch & Cooper**  
**have a new telephone**  
**number. Or you can**  
**call Harrison 7772—**  
**for they now have**  
**two (2) lines (Mercy!)**  
**and a switchboard**  
**(Imagine!)—a regular**  
**"private exchange,**  
**all departments."**  
**(Well, forevermore!)**

15th Year  
at 59 E. Van Buren St.  
(How time flies!)

Another extremely simple announcement which is lifted out of the ordinary and given character by the unusual style of lettering. By Bertsch & Cooper advertising artists, Chicago.



an orange hue, not only for the sake of harmony but to make the black appear sharp and bright. Red of an orange hue, such as vermillion, brings out all the beauty in a good black, whereas if the red has a purplish cast it makes the black appear dull and rusty, and altogether unpleasing.



Fashion poster designed by Lorita Frances Bates for the Retail Dry Goods Association of Los Angeles. Plate used here was first employed for printing a miniature reproduction which was tipped onto a page of *The Thumb Tack*, cover-design of which is shown at the right.

EDWIN GRABHORN, Indianapolis, Indiana. We can not say too much in favor of your printing. While the style of typography, and decoration, and the character of paper used, carry one back to the early days of the art, nevertheless it is a style that in general has not yet been improved upon. The air of antiquity expressed is valuable in the distinction it affords from the every-day style of modern commercial printing, and for this reason it will command attention. The use of plain and readable roman types in composition makes the act of reading pleasurable and easy. We commend the excellence of your product to those who desire printing that is out of the ordinary as well as correct.

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania. — Your work with the Republic Bank Note Company is of a high order of excellence. Neat, simple and readable typography, combined with effective and intelligent display, all emphasized by clean presswork and good color use, leave nothing to be desired. The general use of lower-case characters, with capitals employed only occasionally, and then with restraint, is a commendable feature of your work which should recommend it to those who especially desire advertising effectiveness. The booklet "By and By" is Easily Said," produced for the Peoples Savings and Trust Company, is especially fine, and it combines all the qualities of printing desirable in the advertising of a bank — quality, dignity and strength.

ONCE A YEAR we receive from the Saint Bride Printing School, London, England, a collection of the most conspicuous work done by the students during the year. In the package recently received there were some especially interesting pamphlets, one, "William Morris, Artist, Painter and

Man of Business," by William Atkins, being done in a style of typography representative of the work of Morris himself. Another pamphlet contained a series of addresses delivered at the school during the year by leading men of the craft in its various branches. Typography of all the work is simple, neat and readable, and presswork is of high order in every instance. We note no faults, and, throughout, there is evidence of most painstaking care and interest in the work.

ALVIN E. MOWREY, Franklin, Pennsylvania. — Specimens making up the last collection of your work sent us are of excellent quality. Typography, as a rule, is simple and readable, while presswork is altogether satisfactory. The cut-off rules which appear below the heading and above the signature of the little "Thank You" card crowd the lines of type too closely. Since the heading and the signature were printed in red and the type which appears between was printed in black, the cut-off rules were needless. The white space which would be gained by their elimination would not only overcome the effect of crowding, but would cause the lines to stand out with slightly greater prominence. The green used for printing the rule border is too weak, the lines being scarcely visible.

FROM McCarron, Bird & Company, Melbourne, Australia, we have received a large wall-calendar for the last half of 1918 and the first half of 1919. It is not only an exceptionally fine piece of workmanship but serves to cement the kindly feeling existing between the people of Australia and America. The name of the firm is printed at the top, and below on either side the calendars for the various months appear. In the central space a large oval half-tone illustration of President Wilson appears, spreading out from which are the flags of all the allied nations. Below the Wilson portrait, and on either side, small portraits of General Pershing and Admiral Sims appear, while under these the address of the firm is printed in comparatively small letters.

BROWN THE PRINTER, Kansas City, Missouri. — The several advertising items used by you might suffice to keep your name before potential and actual customers, but to really develop business, we believe, a stronger and more compelling appeal than "A blotter for your pocket-book, use it — also use Brown the printer when you want service and quality" is essential. The folder on which the heading on the first page, "When business moves slowly," is illustrated by a line of turtles, while on the inside the heading, "Advertise," is illustrated by a similar line of

rabbits, is interesting and might prove somewhat effective on that account. In most cases, however, the mere "I want your business," or words of like tenor, are not enough. Avoid the com-



Novel cover-design for house-organ of Commercial Artists' Association of Southern California, Los Angeles, members of which produced the other two striking designs which are reproduced on this page. In the original, the border and monogram were printed in red, the lettering and type appearing in black on brown stock.

monplace, of course, but be sure substantial reasons for doing business with you are put forward.

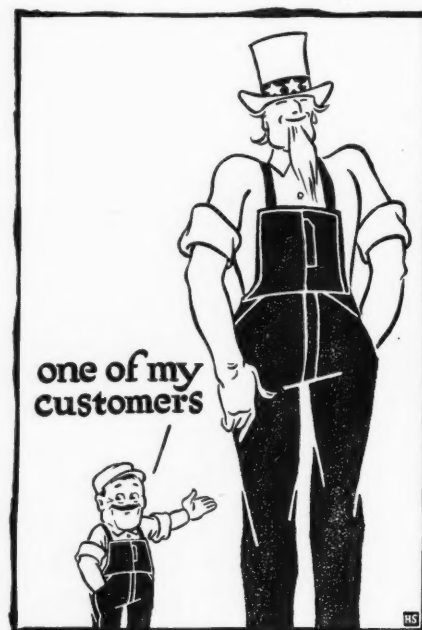
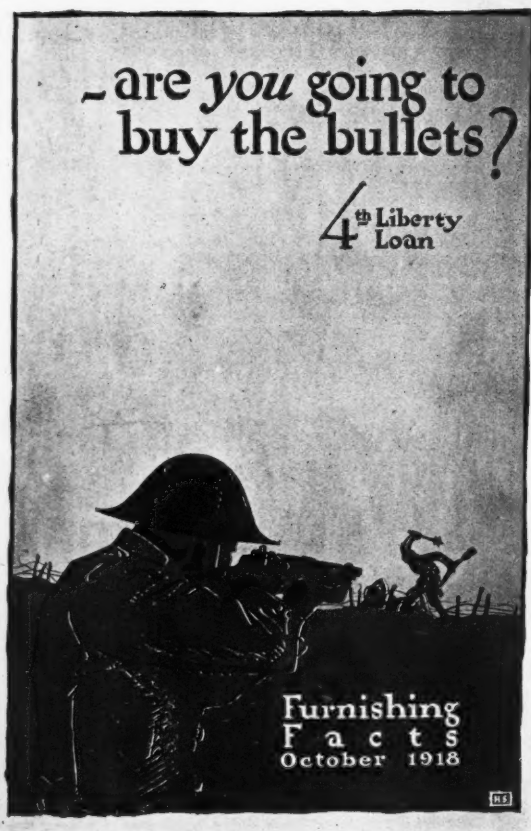
NEWTON WOODRUFF, Nutley, New Jersey. — The September issue of *Whims* contains some interesting matter, but as a piece of printing it is unsatisfactory. The presswork is of an inferior

order, in fact the forms do not appear to have been made ready. The red used on the inside pages is entirely too deep in shade and it is also dull. A red should have been employed which would represent, approximately at least, the red found in the flag, for printing which it was used. It is a bad practice to print booklets, or anything, in fact, on which printing is done on both sides of the sheet, on bond-papers, for the heaviest and best grades of that kind of paper are relatively transparent and the printing is certain to show through on the reverse side of the sheet. The use of this grade of paper also contributed to the poor presswork, as much more skill is required to secure a satisfactory make-ready on bond than on book papers.

E. B. PAYNE Company, Hutchinson, Kansas. — The sample booklet in which are bound letter-head designs produced in your plant, and which was sent out as a unit of your advertising campaign, is clever. While we



Reproduction of air-brush title for motion-picture film, selected from the many decorative titles produced for "Inside the Lines" by H. E. Jacobsmeier, Los Angeles, California, who specializes in this class of work. The artwork is by Reed Williams. It is suggestive of possibilities for the printer.



Striking and appropriate front and back cover-designs from last issue of *Furnishing Facts*, excellent house-organ of the Brownstein-Louis Company, Los Angeles, California. In the original of the front cover the sky was printed in light blue; the ground, with lettering at top, in deep blue; the soldier's suit in yellow; the high lights of the helmet in olive-green and the shadows in deep blue; while the flesh of the soldier was in orange. The overalls worn by figures on the last cover-page were light blue, the remainder of the design being in black.

would not want to depend solely upon the act of fixing our eyes on the circle which is printed on the front cover of the booklet "to get an idea, to solve a knotty problem or smooth out our temper in an emergency," as recommended, we do not doubt the truth of the other suggestion incorporated thereon, "to get an idea of what good printing is to fix our eyes on the telephone number" which is printed immediately above that circle. The many specimens of letter-heads appearing in the booklet are representative of a variety of tastes, both as to arrangement and style of type, and it is doubtful if the ideas of any one potential customer are not expressed in some one of them. The only serious fault found is the combination of text type with roman or block capitals. Because of the great difference in the shape and character of design of these styles of letters their use in combination results inharmoniously and should be avoided. Colors are well selected, with taste and discrimination.

REEVES PULLEY COMPANY, Columbus, Indiana. — The new catalogue of your variable speed transmission equipment is very satisfactory. The typography of the text-pages and the quality of the illustrations are features worthy of praise. Presswork is of a good grade, although we believe the plates could have been printed somewhat better. However, all details show plainly and it would be a question of improving the printing rather than the illustration. The specific faults are weakness of color and some "picking." The colors used on the cover, a medium brown and a deep carmine, do not produce a pleasing effect. First, the effect is dull and lifeless; second, the colors do not harmonize, and are therefore

unpleasing to the eye; and, third, there is not enough contrast between them to produce the required degree of brightness. Colors harmonize either by being closely related, as a full tone and

tint of the same color, or when they are distinctly opposite, that is, complementary. The principles of color harmony may be learned from various books, and once understood the development of one's individual taste along color lines is accelerated. The line-up of the pages is not correct, as you will note, there being a wide difference in marginal space at the tops of pages in various instances.

MORRIS REISS PRESS, New York city. — The difference between quality printing and printing of the other class is well illustrated by the several pairs of specimens, the originals previously used by the respective customers and your resettings. There is a high degree of effectiveness in the simple style of arrangement in which your work is done, and the harmony of types and the pleasing colors used in printing stamp them as first-class products. The sage, if he was one, who said comparisons are odious made a serious blunder, for comparisons of good and bad can not be otherwise than educational. By comparison in printing we can illustrate what should be avoided as well as how to avoid it. We are showing herewith one of the original jobs furnished you for reprinting, and, below it, your interpretation of the same copy. The cover-design for THE INLAND PRINTER which was submitted in the contest conducted by this publication about a year ago, while not at all bad, no doubt failed to land a prize because of the general weakness of the design, not only as regards the size and tonal strength of the type used but, further, because the design was printed in a weak olive-green and a light yellow-orange. These colors also produce an effect that is too warm, which, in addition

*Isidor Blumberg*  
NOTARY PUBLIC

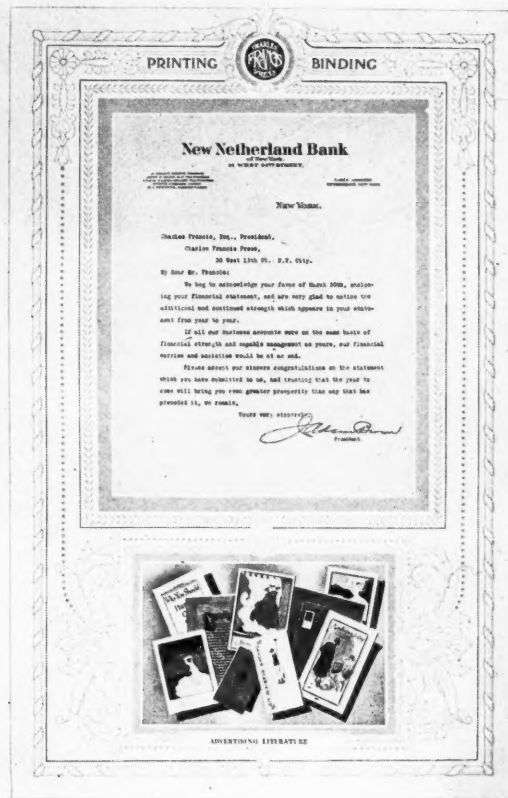
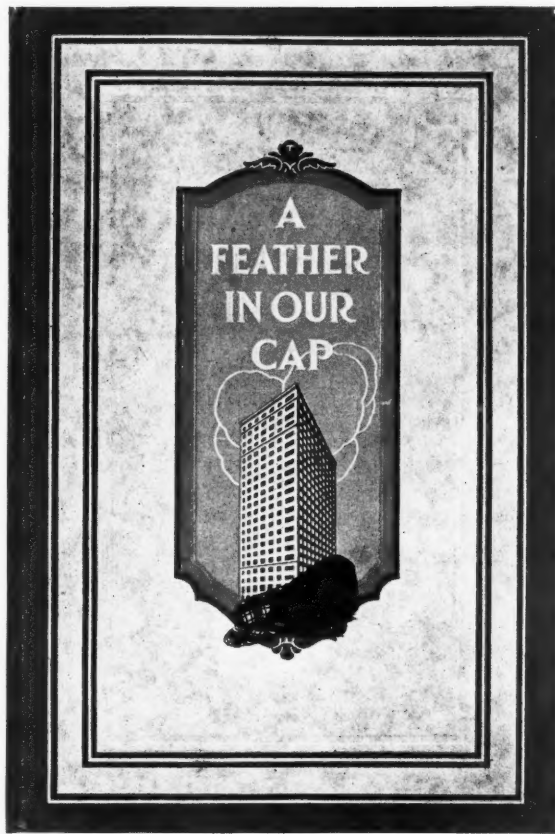
35 EAST 110TH ST.

NEW YORK

ISIDOR BLUMBERG  
Notary Public

35 EAST 110TH STREET  
NEW YORK

Above: A commonplace business-card, inartistic through use of inharmonious types. Below: How a touch of talent by the Morris Reiss Press, New York city, lifts the same copy above the commonplace, giving it an appropriate and a characterful appearance. The use of the seal ornament is an unusually clever idea.

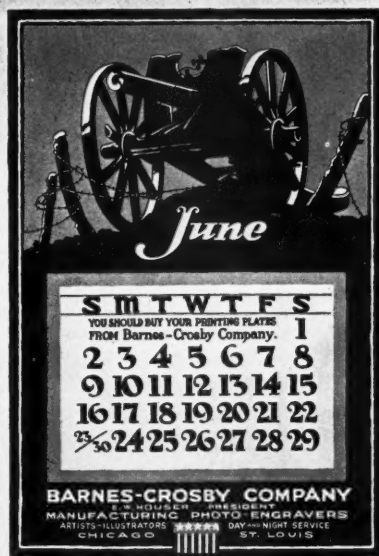


Cover-design and text-page, of which there were a number of the same kind, from beautiful booklet, bound in boards, produced by the Charles Francis Press, New York city, as a business promotion project. The red feather at the base of the building was genuine.

to their weakness, make them unsuitable for strong and effective cover-design printing.

A COLLECTION of illustrated monthly calendar hangers has been received from the Barnes-Crosby Company, Chicago, characterized by striking artwork, and unusual and effective color-schemes, representative in every way of the high quality of product which consistently comes from that well-known engraving establishment. One of them is reproduced in half-tone on this page, but, of course, considerable of the original beauty and effectiveness is lost in the one-color representation, owing to the fact that colors which are comparatively light to the eye reproduce dark, while some dark colors reproduce light.

THE TEN BOSCH COMPANY, San Francisco, California.—The large package of specimens recently sent us is unusual because of the general excellence of every item therein. It is one thing to do good work part of the time, hit-or-miss fashion, but quite another thing to make practically every job expressive of the highest ideals of the printing and advertising art. From the standpoint of appearance, no serious fault can be found with any specimen of the collection. The value of the work in this respect is increased by the fact that an air of individuality and distinction is apparent in all the specimens, in spite of their simple arrangement and the fact that plain, though beautiful, roman type-faces only were used. The ability to adhere to simple styles and yet obtain results which can not under any circumstances be stamped as commonplace is unusual, and we are gratified to express our appreciation of your



Striking monthly wall-calendar by the Barnes-Crosby Company, Chicago. Many of the colors of the original are lost in the reproduction here shown, hence our representation can only give an idea of the general character of the piece, which was most unusual and pleasing.

ability in this respect. We note one minor fault which concerns legibility, the use of capitals in some instances where there is a large amount of reading-matter. Capital letters are difficult to read, as compared with lower-case characters, and for that reason their use should be confined to few lines of few words.

THOMAS J. WALSH, Streator, Illinois.—The specimens you have sent us are of an exceptionally good grade. Simplicity of arrangement and the employment of legible type-faces result in pleasing typography which is easily read, and, because of good emphasis, your work also scores high from an advertising standpoint. As a rule, also, good taste is manifest in the selection of colors for printing. In one or two instances, however, the reds, where used with black, have a carmine or purplish cast, and such reds are not so pleasing under those conditions as a red of an orange hue would be. The letter-headings are well designed, arranged and displayed. We do not, however, admire the shaded text characters which you have used in several instances. If text characters must be used, by all means employ the solid black varieties; but we do not like to see such letters too generally used, although custom and the practice of steel die and copperplate printers have made text letters quite generally used on wedding announcements, invitations, etc. The slang phrases used in several of your own advertising pieces might prejudice some of the recipients against your house. Then, such jokes as "Work Like Helen B. Happy" have long outlived their original usefulness in

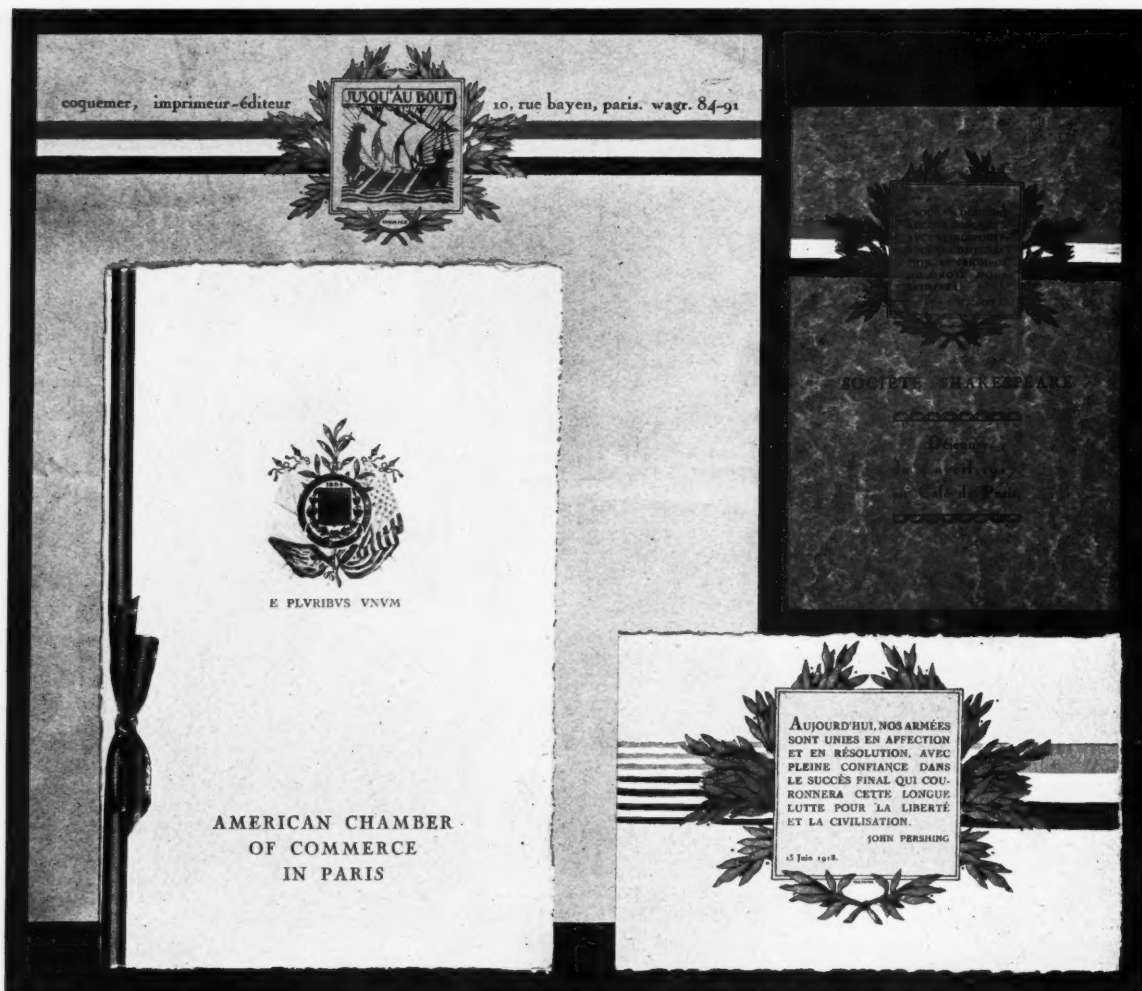


provoking mirth. Good argument as to why the printing orders of your potential customers should be handed over to your house for execution would prove much more effective publicity. The several letter-heads printed by you, with which you enclosed the original printed copies from which you worked, are in every instance improvements over those originals.

E. R. LOKEY, U. S. Submarine Base, San Pedro, California.—All the small specimens—

Both proportion and balance dictate that illustrations in such cases should be placed above the center of the page. There is an optical illusion which causes things placed in the center of a page from top to bottom to appear below the center; and you can easily test this for yourself by looking carefully at one of the pages where the space from the top edge of the illustration to the top edge of the page is exactly the same as the space from the bottom edge of the illustration to the

margin should be to the top margin as three is to two. This you have not followed in the one full page of the book, the roster of officers. In like manner the back margin should be smaller than the front margin, and in the same ratio. Progressive margins in a book are essential to its pleasing appearance, by which term we mean that the back margin should be smallest, the top next, the front next and the bottom margin largest of all. The advantage of following this style is emphasized



Striking examples of patriotic printing by Coquemer, Paris, France. The bands running across three of the designs, and the ribbon on the American Chamber of Commerce menu and program booklet, were in red, white and blue, national colors of both France and America. The use of high-grade hand-made papers, and the intelligent and effective use of color, adds an especial value to these specimens, than which no better work could be done.

cards, menus, etc.—included in your last collection are satisfactory, and offer no opportunities for constructive criticism. In the booklet, "Formal Dedication of Russell Hall," we note several instances where improvements could be effected by slight changes. The half-tone print tipped onto the cover was placed too low on the page according to the fundamentals of proportion and balance. You will note that it makes the page appear bottom-heavy, and that it divides the space into unpleasing and uninteresting parts. The use of italic capitals altogether should be avoided, as their pronounced slant produces a disagreeable appearance on a rectangular page and inside rectangular borders. You will also note that the half-tone illustrations which appear on the left-hand text-pages are placed at the vertical center of the page, or even below.

bottom edge of the page. The optical center, as the eye sees it, is above the actual center as determined by measurement. In regard to these half-tones we note another serious fault. They are oblong, wider than they are deep, whereas the pages are deeper than wide. If the illustrations had to be the shape made, the book should have been oblong, or the illustrations should have been placed the long way of the sheet—the bottom of the illustrations to the center of the book, the fold. The same fault as to the placement of the illustrations on the page from top to bottom applies also to the short type-pages. In fact, for the reasons mentioned above, even a full size type-page should be placed slightly above the center; that is, the bottom margin should in all cases be larger than the top margin. Proportion dictates that for most pleasing results the bottom

margin should be equal, is opened, when, because of the fact that the space between the pages is twice that at the outside of each page, the effect of a lack of unity is apparent. When the two to three ratio of apportioning the margins is followed the inside space between facing pages is reduced, and the effect of the two pages together is greatly improved. Presswork is quite clean throughout, but the half-tones appear too gray, due either to insufficient ink supply or to the use of an inferior grade of ink. If half-tones are to appear snappy there must be contrast between the solids and high lights; that is, the solids should be black and the high lights reasonably white. We are glad to receive specimens of work done by the men in printing-offices conducted by the various branches of the military service.

# THE PRINTER'S PUBLICITY

BY FRANK L. MARTIN.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

## "The Advertising Man."

In *The Advertising Man* (Fig. 1), the first number of which was issued in September, the Frank T. Riley Publishing Company, Kansas City, Missouri, has a house-organ that differs from the usual run of printers' house-organs. Frankly enough, the company states that the design and efforts of the magazine will be to "boost the Frank T. Riley Publishing Company," and a perusal of its contents shows that the company has hit upon a most effective way of doing it. Within the sixteen pages of this initial issue are found a number of articles on advertising, contributed by members of the advertising profession of Kansas City, and a vast amount of interesting news of these same men, as well as business concerns which are regularly issuing advertising material. All of this matter is of a character that will be read, and the magazine should prove of such great service to the buyers of advertising literature in the Kansas City field that it will be a binding link between them and the publishing company.

That the readers of this department may obtain an idea of the character of the contents of *The Advertising Man*, I believe it is worth while to give a synopsis of the matter carried in it. The opening article is one by Miss M. J. Lambkin, with the Ferry-Hanly Advertising Company, of Kansas City, on "To Advertise or Not to Advertise." There follows another by Steiniger Clark, writer and director of advertising campaigns, on "The Most Effective Form of Advertising." "Side-Lights on Sales-Letter Writing" is the subject of an article by Ernest F. Gardner, of the Ernest F. Gardner Advertising Service, of Kansas City, and "Advertising As I Try to Practice It" is the subject chosen by Dale C. Rogers, advertising manager of the United Iron Works Company of Kansas City. What women are doing in the advertising field in Kansas City is told in a two-page article accompanied by pictures of women advertising managers of two of the city's largest retail stores. Approximately five pages are given to personal notes of those in the Kansas City advertising field, a couple of pages to well-directed editorial comment, and two other pages to short articles dealing with advertising people and business concerns in that city.

One can readily see that the great value to the company of the house-organ lies in the personal and local appeal that it will have. Not a reader in the field served by the Frank T. Riley Publishing Company but who will be interested in the contents of the house-organ from cover to cover. The company asserts that it desires to make the personal acquaintance of every buyer of printing possible. We doubt if it could have

devised a more effective way than by a house-organ such as *The Advertising Man* filled with matter of the character of the first issue.

That *The Advertising Man* will have a long and successful life seems assured, judging from the success of the firm producing it. Always interested in and identified with the printing business from the time of his college days, when he was the business manager of the college paper at the University of Nebraska, Frank T. Riley, president of the company which bears his name, has built up a well-equipped and prosperous plant, the output of which has always been of high quality. A house-organ of the character indicated in this first number should bring commensurate results. We hope to receive the subsequent issues.

## William Brooks & Co., Ltd.

The printers of our own country can boast justly of the energetic way in which they go after business and of the effectiveness of

their publicity matter, but in far-off Australia there is at least one large printing-establishment that realizes the results to be obtained from the use of the right sort of publicity, and it is pushing business accordingly. That firm is William Brooks & Co., Limited, of Sydney. It has just issued an advertising booklet of merit, setting forth the accomplishments of the plant and showing by means of samples of well-printed colorwork the printing of quality that it is equipped to do. We reproduce from the booklet, on next page, a six-sheet poster (Fig. 2) which the Australian company designed and printed for Hon. R. B. Orchard, M. H. R., Minister for Recruiting. Originally intended for the Northern New South Wales March to Freedom, it has since been adopted for use throughout the commonwealth. The company says that it is the most widely distributed poster ever produced in Australia—and one can easily

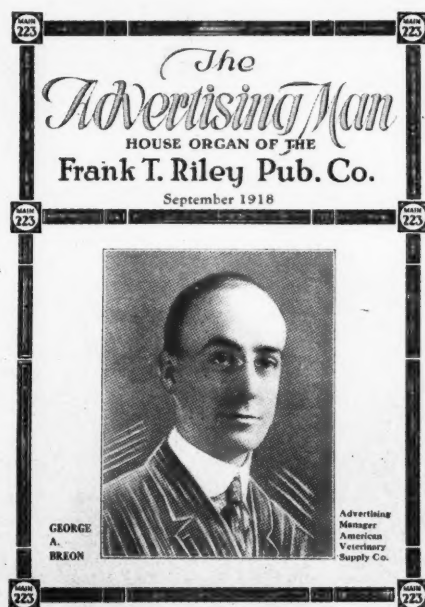


FIG. 1.

see that there is sufficient reason for such universal use. From Cape Leeuwin to Cape York, the company says, it has helped in the gathering of reinforcements, "strengthened our will to win the war and maintain Australia in the high position that she has won in the great conflict that threatens civilization."

The booklet makes a strong appeal for business in practically every line of printing. Here is a sample of the many one-page arguments used for the selection of the William Brooks & Co. plant as the best place to get printing done:

"The war is helping us to find ourselves in many directions. This is one of them. You surely must have seen many new opportunities for Australia to become self-supporting, and to make for herself the things which before the war she was content to buy overseas. Every pound we spend on our own manufactures helps in the development of Australia, in the establishment of its credit and in the support of its people.

"Take the film industry. You didn't know that high-grade picture posters could be profitably produced in the commonwealth. We print thousands of them every week.

"We have installed one of the most complete color-printing outfits in Australia. Other businesses besides picture shows use posters.

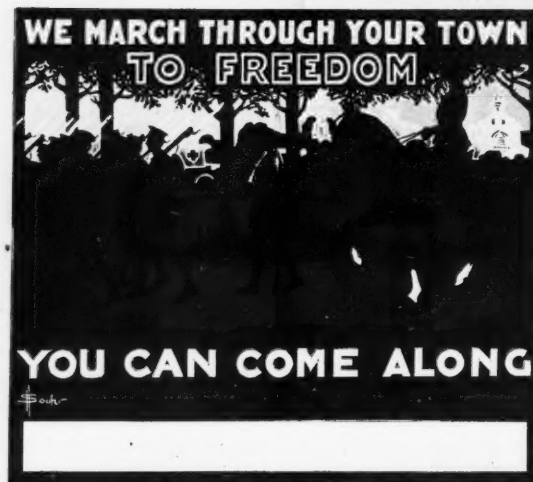
"We can turn out a ten-sheet poster or a half-sheet show-card for you to fit your special needs. If you don't know what you need, will you let us make some suggestions?"

There is a commendable straightforward spirit and flavor to the advertising matter contained in this booklet, and, as a piece of good printing in itself, it ranks well with the publicity material issued by the trade of this country.

Accompanying the booklet was an attractive folder, with samples, in color, containing a message to fruit growers on the use of labels for advertising their products and keeping them fresh and clean.

#### House-Organ Covers.

Attractiveness is a necessary factor in any sort of advertising. That time, care, thought, expert knowledge and material of quality are required in effective advertising is the result of the essential effort of making the proper display of the merchandising message. In other words, it consists of making that display attractive,



*I make the human heart beat with passion or tenderness, I stir the pulse of heroism, and only hope men do better deeds and nobler die.*

THIS is a six sheet poster we designed and printed for the (Hon.) R. B. Orchard, M.P.R., Minister for Recruiting. Originally intended for the Northern N.S.W. March to Freedom, it has since been adopted for use throughout the Commonwealth. It is perhaps the most widely distributed poster ever produced in Australia. From Cape Leeuwin to Cape York it has helped in the gathering of reinforcements, strengthened our Will to Win the War, and maintain Australia in the high position she has won in the great conflict that threatens civilization.

*I inspire the midnight soldier, weary at his loom, to lift his head and gaze, with freedom now, into the east beyond, seeking the consolation of a hope eternal.*

FIG. 2.



FIG. 3.

or of clothing it in such a manner that it will appear attractive. In this department we are reproducing two excellent cover-pages of house-organs (Figs. 3 and 4), issued by printing firms.

The cover of the *Needle*, the house-organ of Young & McCallister, Los Angeles, California, represents one type. It speaks for itself. That it is an attractive and appropriate cover for the house-organ published by a printing firm one will readily admit.

Another type is that one for *The Keystone Press*, a periodical issued by The Keystone Press, Indianapolis, Indiana. Of this cover we will let the editor of the house-organ speak: "The beautiful cover-design and engravings adorning this issue are from the studio and shop of the Indiana Electro-type Company. The idea belongs to Jack Rhoades, and the beautiful decorative mural picture is by Walter

Isnogle. I wanted something different and they gave it to me. I told them I was sick of pictures of soldiers in the agony of death, pictures of Murad cigarettes on caissons, and pictures of pestilence, fire, famine and distress. I told them that I wanted something to remind my readers of peace, tranquillity and the happiness the world shall see again sometime — when the accursed butchers of Berlin shall stand at bay and bellow for mercy.

"And they produced this cover."

Whatever your individual opinion may be as to these cover-designs, they represent a commendable effort on the part of the producers. Care in the matter of making a house-organ attractive and worth while throughout, both as to display and character, must be exercised if the publication is to meet with the success it deserves, but a long step has been taken in the right direction if attention has been paid to that part which the reader first sees, the cover."

Both were originally printed in colors and much of their genuine effectiveness has been lost in reproduction.

#### "Do It Today."

A little sermon on business methods, with a suitable moral, is contained in a folder issued under the title "Do It Today" by Paul Overhage, Incorporated, designers and printers, New York city. In this sermon we find among other things:

"In order to go far ahead in business a man must have brains and knowledge as well as character.



"The man who succeeds is the one who makes up his mind to follow a definite line of action and then carries it through.

"One of the most common weaknesses among men who like to achieve greater success is hesitancy in making decisions.

"Our industries are in a period of remarkable transformation. Many fortunes are being made quickly, whereas others are being rapidly swept away. But not all by chance. Only the best fitted can survive: the weak must go to the wall.

"The difference between the man who fails and the man who succeeds is simply this: The failure is going to begin tomorrow, the success begins today."

All of these facts in connection with modern business are emphasized by the company to show that the matter for decision is the selection of a complete copy, planning and illustrating service for direct-by-mail advertising campaigns, and that such a service with the utmost in quality is what Paul Overhage, Incorporated, has to offer today.

The folder is a well-directed bit of advertising, ably written and published. Special attention is called to the cover-design, reproduced in half-tone at the bottom of this page (Fig. 5).

#### "Mull's Musings."

You ask me what I think is the business man's duty to his country at this hour. In my opinion, his duty can be summed up in two words: 'Go Ahead.'—Thomas A. Edison.

That message from Thomas Edison is carried on the front cover of *Mull's Musings*, the publicity-organ of the Mullowney Printing Company, Minneapolis, in the September issue. This eminent authority is quoted as part of the appeal that the company is making for the continuation of business and the striving for more business. As one method of doing the advertising necessary to follow out Edison's advice, the company urges the use of house-organs. It says:

"More house-organs are appearing in the mails every day. Always an intensive force, they may now be doubly effective. Business men all over the country are now hungry for new ideas. They want a keener perception of future business policies and plans.

"There is no better way of replacing the loyal salesmen who have joined the colors, or of supplementing the work of those still on the job, than by the use of a house-organ.

"We are specialists in this line and our presses are busy on a number of business-getting store papers and house-organs."



FIG. 4.

by the prospect have suffered. The longer the war lasts the greater the gross volume of business seems to be—due, perhaps, to the more equitable distribution of wealth among all classes which the war brings about. If I were an American merchant I should go ahead under full pressure." Here, indeed, is food for thought on the part of our own manu-

facturers and dealers who are prone to become panicky or who can not see the possibilities for business in war times.

#### ELIMINATING COMPETITION

Time was when every business man considered every competitor an enemy with whom it wasn't safe to associate. Then came the era of business associations, of an exchange of ideas between firms in the same line of business, and a kindlier feeling toward one another.

Our attitude in business amenities has changed. But fundamentally we are still all monopolists at heart.

If you could only eliminate competition!

The only reason you wish you had no competition is because you would like to have your trade think of YOUR firm exclusively when ordering goods.

You can accomplish this in the majority of cases by sending out properly prepared printed matter. It will create in the minds of your customer and prospect a preferential attitude for your goods, so that when they need anything in your line they will think of YOU without giving a thought to your competitor.—*Business Language*.

DO  
IT  
TO  
DAY



FIG. 5

## CARACAS PRINT-SHOPS VISITED BY A LINOTYPE OPERATOR.

BY DONALD LIGHTBOURN.



PRINTING-OFFICES in Europe and America are not noted for their cheerful interior aspect or cleanliness; so when in a South American republic of lesser magnitude I found several offices having high standards, it made me feel that the owners possessed some conception of the dignity of their calling. I know that climatic conditions are favorable in Caracas, but ordinarily the European or American proprietor is too easily satisfied with "any old place is good enough" in which to huddle type and machinery—and humans.

At any rate, what I have seen of the more pretentious of Venezuelan offices has left me in a pleasant frame of mind. In the second largest and best appointed, a gallery extended around the "patio," or square, which forms the center of every building in Caracas. This admits of all the daylight possible from a raised roof, so that the absence of windows made no difference, as the air infiltrated from the top. From the gallery, where were placed such light machinery as stitchers and perforating-machines, I looked down on rows of cases centrally located, flanking these being job-presses and cylinders and other machinery. It all seemed neat and ordered. Once outside, I was not reminded of having been inside a print-shop, since the familiar "atmosphere" did not plague me. The front part of the building combined a stationery shop and business offices. The presence of the "iron typesetter" is the last thing wanting to put the *Tipografía Americana* in the category of a really high-class establishment.

The *Litografía del Comercio* is the largest office in Venezuela, and I would take a chance of its being the peer of anything of similar capacity outside of it. It is a fairly large, self-contained concern. The arrangement is along the lines just described, omitting the gallery, and four triple-magazine linotypes replacing the cylinder presses. By the way, the operators were not wearing magnifying-glasses plus the aid of electric light bulbs. From its name and my hurried observation, it may well be that the outturn of lithographic work tops that of letterpress. The pressroom of both departments is replete with up-to-date American and European machinery, and is quite extensive. Frail females feeding ponderous embossing-machines was the discordant note here. A fair-sized photoengraving plant is also a part of the equipment. The quantity of paper stock carried in a spacious warehouse would suggest the output of the presses to be a source of fat dividends. When permission to view this plant was requested a certain amount of diffidence was shown, the policy being to discourage visits generally, I learned afterwards. Certainly I can not oppose any argument, but if permitted a suggestion would establish this printing-office as one of the show-places of a pleasant city, the entrance to which is by a "scenic" railway perhaps unequaled.

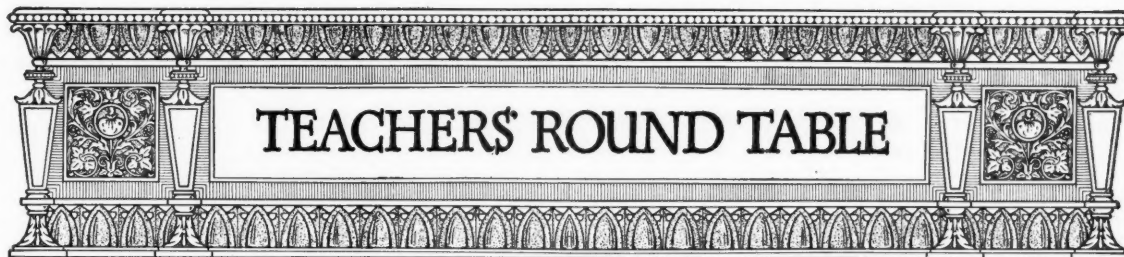
Now for a little more intimate conversation with operators. The total number of typesetting machines in Caracas is eleven, and they are encountered in four offices, including one newspaper. A solitary linograph is representative of its type in the *Cosmos* job-office, the proprietor speaking well of it. *Imprenta Bolívar* has two linotypes; *Litografía del Comercio*, four; *El Universal* (newspaper), four—all of which, save one double-decker, are three-magazine models. Some of these installations are four years old, but all the machines are kept in such spick-and-span condition that they might have just come out of the factory. Sounds strange, doesn't it? As one of the operators on *El Universal* had "tipped me off" that the manager was particular on this point, I was pleased to compliment him when he inquired how I found the machines. If the case-hands have any union—information was conflict-

ing—it hardly counts. But for the operators this is a hundred per cent city, although their union is only about six months old. The scale varies from 7 to 10 bolivars a day of eight hours. One bolivar equals 20 cents in American money. No beneficiary features are as yet included in the union dues of B. 1 per week. Three to four thousand ems per hour is the output. The universal illuminant here is electricity; but for the purpose of heating the metal, gasoline is used.

Two newspapers have the field to themselves, and I understand it is a case of "fifty-fifty." *El Nuevo Diario* is the Government organ, and in its office are printed the *Official Gazette* and the *Municipal Gazette*—or rather these are the equivalents of the Spanish titles. Apart from the fact that in the photoengraving department here are to be found the largest camera and the most powerful focusing electric lights in Venezuela, I am afraid I can not wax eulogistic over the *Diario's* outfit. The compositors still have their noses in the spaceboxes, the composing-rooms being cramped and scarcely inviting. In the patio were a Duplex press and a Hoe drum cylinder; another drum cylinder, apparently discarded and in a sad state, lay hard by. An outsider told me that there is some hostility to the modernization of the office. Concerning the linotypes in *El Universal* I have already spoken, but there was nothing else of special note that requires enlarging upon. These papers appear every morning and sell for 3 cents a copy. In neither is there a superabundance of news from the outside world; but in *El Universal* there is some supplied by the French Cable Company, while in *El Nuevo Diario* the preference seems to be given to news received via the wireless station in the near-by Dutch West India island of Curacao, which receives direct dispatches from Nauen, among other places. Here in Caracas the most obscure traveler has his name recorded among the daily arrivals or departures. A department for this is found in both papers, and including the list of passengers by steamships would occupy about three-quarters of a column. The number of passenger trains entering and leaving the city daily from the seaports of La Guayra and Puerto Cabello amount to, say, six. The papers are of the size and width of column of the ordinary North American papers, and are composed of eight pages, which, however, carry no folios. Another strange thing is that they are not "cried" nor sold in the streets by newsboys. You buy your newspaper at the same kiosk where the ubiquitous lottery-tickets are sold; and conversely, it is the lottery that enjoys the monopoly of crying its wares aloud everywhere, even until late into the night. Perhaps the moralist can find something in this over which to moralize. Confining myself to the columns of *El Universal*, I saw many familiar articles, "Americana," advertised therein.

In every office visited, American type and machinery were at work. In some of them I was surprised to note the survival of the first platen I have recollection of—the Liberty. While not in the forefront these days they were here turning out the jobs right enough. Most of the outfits were hundred per cent American, and no doubt this situation will be maintained because of the satisfaction given. French type and letterpress machinery, Italian cylinders and envelope-making machines, and German platens of the Universal type dispute the field in a limited degree. The Italian machines were running in the two offices referred to at the beginning of this article. Now, from the West Indies to Egypt I have seen many makes of cylinders at work, but here I was for the first time looking at the fine products of a Torino firm and listening to praise concerning their performance. Let me add that in both offices there was a profusion of American machinery.

If there is no accounting for tastes, neither is there any accounting for names of print-shops in Caracas. For instance, why one large office should go by the title *El Cojo* is something to ponder over. Its rendering into English would be "The Cripple," and to me it seemed anything but that!



BY W. H. HATTON.

Instructors of printing are here offered the opportunity of discussing the various problems that arise during the course of their work. The editor will be glad to receive ideas and suggestions that will be of value to the fraternity.

### Preparing the Student for Display.

The teacher of printing is soon forced to realize that the mechanic in the shop is developed by drudgery, paid for by the employer, but that the student, under present conditions, can only be developed through interest created by the exercises given him. To illustrate: An apprentice in the printing-office will be told to sort leads and rules and he may be made to con-

How can the teacher of printing hold and interest his students and at the same time develop this skill which the shop-trained apprentice acquires? In the pre-vocational schools, where skill is not necessary, and the trade is only taught to educate, this question is not troublesome, but in the vocational and trade schools where courses in printing are designed to teach the trade it has so far been almost impossible to answer.

**DISTRIBUTING INK IN PIONEER DAYS**

5 LINES OF 10 POINT TYPE 5.2 POINT LEADS

60 POINT INITIAL

**T**HE pioneers in printing did not have rollers but distributed the ink over the type form by means of ink balls. They were made from a round piece of pelt, leather or canvas, filled with wool or hair, and nailed to ball stocks. The stocks were grasped by the pressman, one in the left hand and the other in the right, and the ink was distributed on the slab or form as you would distribute it with a hand roller or brayer, only with the ink ball the distribution was accomplished by daubing or working, while with the brayer it is done by rolling.

The size of the form to be printed determined the size of the ink balls and the quality of the ink determined the material to be placed inside them. If a pressman had to execute fine work with strong ink he stuffed the ink balls harder with wool than he did for weak ink because strong ink stretched the skin. Making ink balls is said to have been a disagreeable job but when care was used in their preparation even small letters and fine engravings could be inked and nicely printed but if the ink balls were not carefully prepared their surfaces were apt to become dirty and poor results followed.

30 point quads and spaces

30 point quads and spaces

HALF-DIAMOND INDENTATION

The Lesson on the Half-Diamond Indentation.

tinue in that work for hours at a time until he can tell at a glance the number of pica ems in each piece of material and be able to place them in their correct compartments without hesitation. It is the same with presswork. For days he may be made to feed until his fingers become so accustomed to the motion that he gradually becomes a part of the machine. This constant repetition, doing the same thing over and over, develops skill, or mechanical motion, and it is in this that the school-trained apprentice loses and the shop-trained boy wins.

**36 Years Without Loss to Any Investor**

**JANUARY 1**, opens another chapter in the history of S. W. Straus & Company. 36 Years without loss to any of our investors. This record is especially significant in the light of recent events. It plainly means sound principles and cautious practice in the purchase of securities. It means thoroughness in safeguarding them. These facts are self-evident.

We now offer, for January investment, a well-diversified variety of sound first mortgage serial bonds, maturing in two to ten years, in \$1,000 and 500 denominations, to net 6%. They are secured by a variety of properties, in New York, Philadelphia, Chicago, and other large cities and towns.

**S. W. STRAUS & CO.**

ESTABLISHED 1852 INCORPORATED 1903  
NEW YORK CHICAGO

36 Years without loss to any investor

Branch Office: Detroit, Dayton  
San Francisco, Philadelphia  
Kansas City, Minneapolis

**MAIL THIS COUPON**

Name \_\_\_\_\_ Address \_\_\_\_\_  
We would like a copy of  
the new prospectus  
containing full details  
of this investment  
Plan

The Half-Diamond Indentation Applied.

Every teacher knows that to be ranked as successful he must not lose his students. He must hold and graduate them, and in order to do this every lesson must have something new and interesting in it. For this reason many of our schools introduce display into the course before the student has set a clean page of straight matter, and in a few hours we find them handling business-cards, stationery headings and other commercial printing. Once the student passes from straight matter into the field of display he is seldom willing to return,



and the finest opportunity to develop skill by repetition has passed beyond the control of the teacher.

But the worst feature in allowing the student to enter the field of display without sufficient training in straight matter is the added detail the instructor has to contend with when the class begins to use a variety of type-faces. The longer the student can be kept working at a ten-point case, with the use of one or two larger sizes for headings, the longer time the instructor will have in which to teach the student justification,

The student uses his regular quads and spaces. The lessons include the centered, regular, hanging, square, half-diamond, irregular, diagonal and no indentation. They are set in ten-point type, leaded, the forms are eighteen picas wide and thirty deep, and were planned to be locked up square. The paper is cut  $4\frac{1}{2}$  by  $7\frac{1}{2}$ , making a desirable sheet for beginners to feed, and five hundred impressions are printed of each lesson.

We eliminate as far as possible the study of make-ready at this time, and use a flat impression. One form is lifted from

SQUARED  
INDENTATION

2 LINES OF  
10 POINT TYPE  
2-POINT  
LEADS

24 POINT  
INITIAL

ILLUMINATED LETTERS ADDED—

CHARM TO THE WORK OF THE—

EARLY PRINTERS

**I**N the work done by the early printers the space for the first letter of the text matter was often left blank so that the artist could fill in with an ornamented letter after the sheets had been printed. These ornamented letters were brilliantly illuminated with color and were similar to those used to illuminate early manuscripts. They appealed to the artistic temperament of the time and were in such demand that they were engraved and printed from wood blocks and filled in later with color by the artists. These initial letters, as we now call them, were often illuminated to represent, or throw light, upon the text that followed.

NO INDENTATION Several Irish monks were famous for the beauty of their illuminations in the sixth century and Saxon monks in England at a later period. In Italy the art was carried to great perfection and was so highly esteemed that the Corporation of Saint Luke was established in the city of Florence at the beginning of the fourteenth century for its propagation.

About the time when printing was invented there were some celebrated illuminators living. Mentelin of Strasburg, one of the alleged inventors of movable types, and Schoeffer, an early printer, were illuminators by profession and much of the beauty of the first printed pages must be credited to their skill.

The Lesson on the Squared Indention.

**EMPLOY A SPECIALIST  
IN TYPOGRAPHY AND  
DESIGN**

DIGNITY IN THE PUBLICITY OF A BANKER IS A MATTER OF TRADITION FOR THE BANKER IS ALWAYS A CONSERVATIVE INDIVIDUAL IN THE EYES OF THE MASSES • BUT TODAY THE SPECIALIST IN TYPOGRAPHY HAS PLACED HIM IN A NEW ATMOSPHERE OF WARMTH AND GENIALITY • THE SKILLED TREATMENT OF THE BANKER'S PUBLICITY HAS CHANGED THE OLD CONSERVATISM INTO A KINDLIER FEELING OF COOPERATION • A "LET ME HELP YOU WITH YOUR MONEY TROUBLE" FEELING THAT BRINGS GREATER PROSPERITY AND SUCCESS

JOHN WILLIAMS CREATES PUBLICITY THAT BRINGS TOGETHER THE BANKS AND THE PEOPLE

JOHN WILLIAMS • *Typographer*  
TARRY STREET • RIVERDALE NY

The Squared Indention Applied.

distribution and the many little knacks in setting and correcting type. He can go from one case to the other and occasionally look over the three-to-em and other spaces, and by repeated visits he can gradually develop care and skill in the student.

Still better results can be obtained if each student has his own case and is marked upon its condition at stated intervals. There is really no time during the training of the young printer in which the teacher can do as much good as he can during the days when he can hold his students down to the composition of straight matter in its many interesting and attractive forms. Drill the student long enough in the care of one case of type, and when he is given free access to the display cases habits will have been formed that will help in no small way to keep the shop in good order.

Working out the idea that the study of straight matter should be as thorough as possible before the student is allowed to handle display type, and as a further means of developing skill by repetition, we introduced into our work as a second series of exercises a study of indentions. The exercises for the squared and half-diamond indentions are reproduced.

In this series of exercises all the indentions are formed with beginner's quads and spaces, illustrating better than any other method we have knowledge of how the work should be done.

the stone and replaced with another, using the same furniture and feeding to the same guides.

Perhaps the most interesting feature of these exercises lies in their application to display. The two advertisements reproduced are designed to illustrate the square and half-diamond indentions as found in practical use.

Style in display is made by the application of one or more of the indentions, and when the student realizes that in learning the formation of the indentions he is taking his first steps in display he enters into the work with enthusiasm, and there is no difficulty in getting him to set straight matter under such conditions. It is one way of creating interest in the work.

Before we introduced this study of the indentions and illustrated their use we had great difficulty in giving the student a working basis upon which to lay out his work, but, with this knowledge of the forms that each indentation takes, it is a simple matter for him to apply one or the other to the job he is doing and secure satisfactory results.

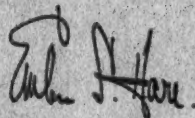
Our aim with this series of exercises was to make the student set enough straight matter in one measure to develop skill, to keep him on one kind of type in order to supervise his case, to have him use the same lock-up for five successive times, to feed two thousand five hundred impressions, and to have a clear conception of indentions and their application to display.

# COURTESY

within an organization is as vital  
as lubrication within a motor.

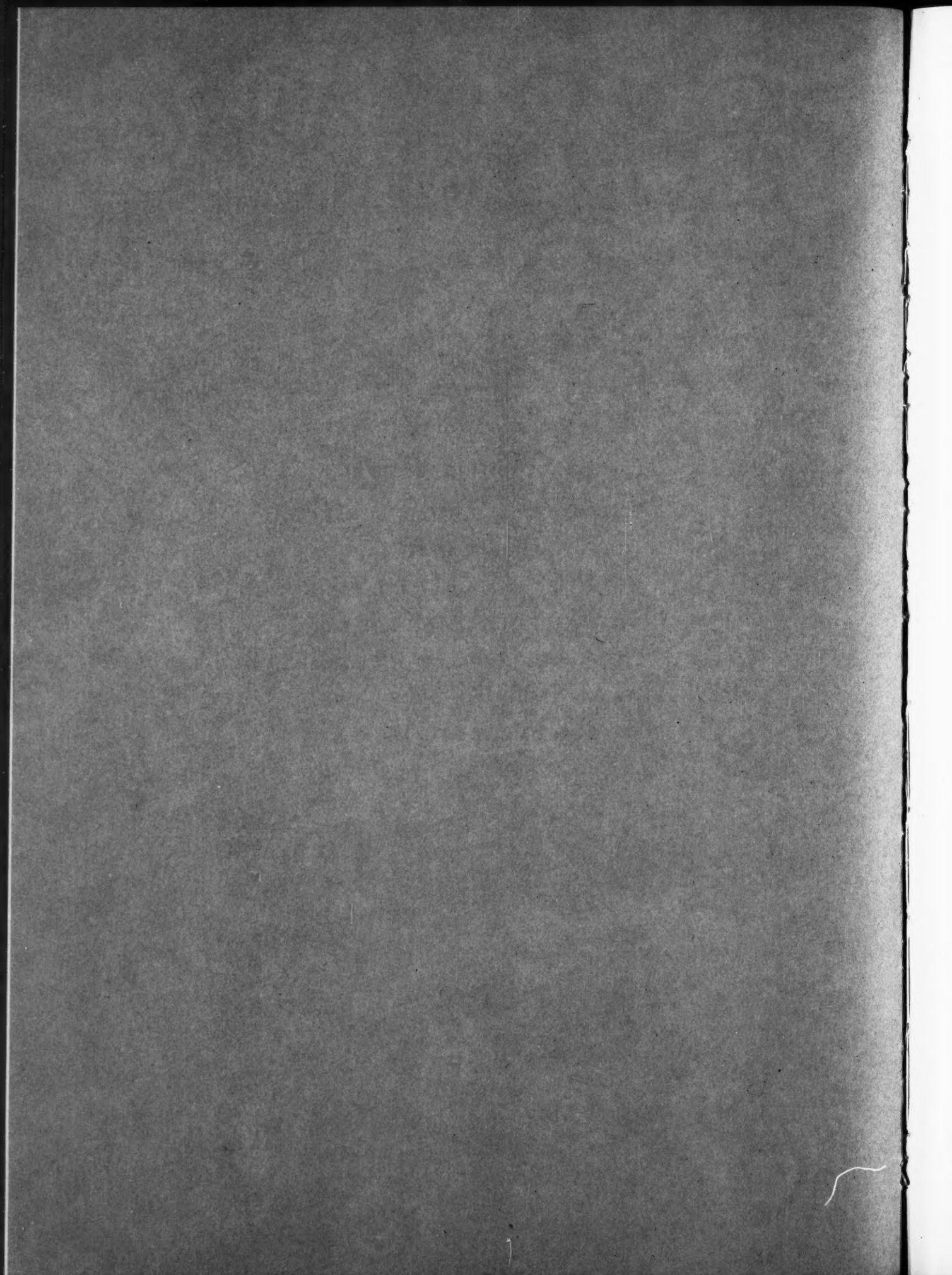
Both overcome friction.

Intermittent courtesy, or courtesy to the public and not among ourselves, or vice versa, is no more sufficient than intermittent lubrication. To get maximum results we must jointly serve each other and the public.

A handwritten signature in dark ink, appearing to read "Edwin S. Hare". The signature is fluid and cursive, with a large initial "E" and "H".

Reproduced from a wall-card by  
the Oswald Press, New York city.







# Collectanea Typographica

By HENRY LEWIS BULLEN

Blest be the gracious Art which taught mankind  
To stamp a lasting image of the mind!  
Beasts may convey, and tuneful birds  
may sing,  
Their mutual feelings, in the opening  
spring;  
But Man alone has skill and power to send  
The heart's warm dictates to the distant  
friend;  
'Tis his alone to please, instruct, advise  
Ages remote, and nations yet to rise.  
—Crabbe, 1754-1832.

\* \* \* \*

## Appreciated Appreciation.

A PRINTER of Baltimore, all the better as a man for being successful in business on a large scale, sends us the following words of appreciation: "*Collectanea Typographica* is like a bouquet of beautiful and refreshing flowers unfolded amidst a mass of more or less useful workaday stuff. It brings relief and renews inspiration and aspiration." Thus the intent of *Collectanea* is perfectly expressed, who, to borrow the words of Montaigne, can humbly say, "I have here only made a nosegay of culled flowers, and have brought nothing of my own but the thread that ties them together."

Encouraged by a sympathetic editor, *Collectanea* will continue to be —

Content if hence th' unlearned their wants  
may view,  
The learn'd reflect on what before they knew.

\* \* \* \*

## Our First Printer's Profits.

STEPHEN DAYE, of Cambridge, was the first printer in English-speaking America. All trace of two items he is known to have printed in 1639 has been lost. His earliest existing work is "The Whole Booke of Psalmes" (the Bay Psalm Book), which he issued in 1640. Fifteen years later Daye, as a witness in a lawsuit, testified that he printed one thousand seven hundred copies of this psalm book, using one hundred and sixteen reams of paper. The total costs were £62 (paper £29, other charges £33) and the total receipts were £141. His profit was therefore £79, a handsome

2-6



Sigismund Feyerabend, Printer, of Frankfort-on-Main.

This portrait is from an engraving made in 1587. The subject was a highly successful printer, who was at times mayor of his city. He issued a succession of profusely illustrated books, in one of which, printed in 1568, we find the first pictures of papermaking, typefounding and bookbinding, besides nearly one hundred representations of other occupations which are the earliest known.

margin. The book was sold for 20d. Twenty-seven editions were issued, the last in 1762. Only ten copies of the first edition are known to have survived, not all of which are perfect. A copy in a library in Providence was bought in 1882 for \$1,500. This metrical translation of the Psalms of David was the work of thirty Puritan clergymen of New England. It was the first book that was printed in America which had the honor of being reprinted in England, in which country twenty editions were issued between 1647 and 1754.

\* \* \* \*

Printing needs to regain its reputation. Too many printers are treated like hucksters by their customers. The demand for printing depends upon a reputation for efficiency of the men engaged in printing. The machinery of printing is efficient, but the credit for that belongs to the machinery business.

I have offended Reputation,  
A most unnooble swerving.—Shakespeare.

## Appreciation of a Proofreader.

COLLECTANEA is indebted to his learned friend, John Maher, until recently proofreader for the American Type Founders Company, for the elimination from this department of much inferior English, bad punctuation and also for corrections in style. We are grateful to Mr. Maher for his good work.

One may form a fairly accurate opinion of the status of a printing-house by observing the character and attainments of its proofreaders. It would scarcely be possible to find in the *Ladies' Home Journal* such an error as: "Mr. and Mrs. Isaac Hyam have left off clothing of every description," all for the want of a hyphen; or to have rendered itself liable for libel damages for reporting that "Mrs. Brown wore nothing in the nature of a dress. That was remarkable;" or asserting that "drunkenness is jolly." We have actually known compositors in humorous vein purposely give ridiculous twists to their copy, relying on the proofreader to stop the nonsense before printing, which they did not always do. *Collectanea's* careless use of pronouns rarely eludes Mr. Maher's vigilance, though we are not incapable, if not watched, of stating the improbable in the manner of a recent newspaper report: "The captain swam ashore, and succeeded in also saving the life of his wife. She was insured in a marine insurance company for sixty thousand dollars and carried a full cargo of cement."

\* \* \* \*

## The Work That Counts Most.

IT is not the work done in shop or office hours which brings success and distinction to a man, so much as the work he does in his leisure hours. Most of us work eight hours, and waste our unbosomed hours. Those who utilize their own time to good advantage are the men who will ultimately boss the men who can not work unless they are bossed.

\* \* \* \*

Honor thy calling; marry none to it  
who are unqualified; qualify thyself;  
thus honor and profit shall be thine.

### The First History of Printing.

THE first man to write a precise history of printing was a master printer named Jean de La Caille, who printed his work, the "Histoire de l'Imprimerie et de la Librairie," in Paris in 1689. It is a handsome quarto of 348 pages, with some copperplate decorations, two of which are shown here. Jean de La Caille inherited his printing business in

has never invented anything more blessed nor more useful. This truth is so universally recognized that there is no need of proof. Every one knows that without this marvelous art the researches and works of the great men would have been useless to posterity.

\* \* \* \*

### Psychology of Printing.

THE work of the printer of advertising matter is to secure a hearing (or a reading) for his customer. Harry

even by a psychological typographer, it is entirely possible to print an interesting book in such a way that at first sight it would seem to be a dull one; and in like manner to print a dull book in such a way that at first sight it shall seem to be interesting."

Professor Peck's remarks give intelligent printers food for thought, and action should follow the thought. For instance: What would happen to the circulation of the *Ladies' Home Journal* if the brilliancy of its writers and the ability of its artists were interpreted in the style of typography and illustration which is characteristic of many of our farm journals? The circulation would decrease astonishingly. Mr. Curtis is as much concerned with the manner in which the matter of his periodical is presented as with the matter itself; and so are all his advertisers, who are so perfectly served in the detail of typographic display. The enormous success of all the Curtis publications is due as much to Mr. Curtis' personal insistence on perfect typography as to any other factor. The Curtis publications are not produced in perfect typography because they are moneymakers. They were not at the outset moneymakers. Far from it; but they became moneymakers because their make-up and typography secured them quick attention, which in turn was backed up by the contents. Reverse the process, and it is doubtful if any of them would have been more than ordinarily successful.



A View of Part of the Printing-Establishment of Jean de La Caille, Printer of Paris.

Taken from a head-piece used on first page of the first precise history of printing ("Histoire de l'Imprimerie et de la Librairie"), written and handsomely printed by this printer in 1689; reduced; the original 4¾ by 2 inches. Typesetting apparatus at the left.

1673 from his father of the same name, who inherited from Nicolas de La Caille, who established the business some time prior to 1612. We know little of this early historian of typography. He was occasionally one of the annually elected assistant wardens of the Guild of Printers and Publishers, and was employed by the French Government to codify the "privileges, exemptions, statutes, regulations and decrees concerning the art of printing and the publishers," from 1513 to his own time. He was printer to the royal police department, as appears from an imprint of a decree printed by him 1714. Those were the palmy days of printing, when a printing-house was not thoroughly established until it was a century old.

We consider that the elevated spirit of the printers of the seventeenth century accounts both for their high status and remarkable prosperity. What La Caille thought of our profession he tells us in the preface to his history:

I know that the enterprise is beyond my power, but the zeal with which I am going to portray to posterity the great men to whom we owe the discovery and the progress of this beautiful art can not be turned aside by fear of the criticism this history may receive; for if I dare to undertake to revive many of the illustrious dead, it is only for the purpose of furnishing to the savants the material for a work worthier of our art. It will be enough for me to stimulate them to perfect that which I have so feebly outlined.

If the ignorant regard printing without admiring it, this is because they see it without understanding it. The savants have always judged of it in another fashion, and esteemed it with reason; as, since nearly three centuries when this marvel was first seen in Europe, the human mind

Thurston Peck, the author of many valuable books, in one of his essays touches upon this part of a printer's work, thus: "Every one of us has many times picked up a book and turned its pages over in a casual sort of a fashion, and then put it down with the remark, 'That looks like a tiresome book.' A book is like a



Head-Piece Over the Preface to La Caille's History of Printing, 1689.

Enlarged; the original 4¾ by 2 inches. Here La Caille definitely and properly associates his own art of printing with the kindred geometric art of architecture. Printing is shown as a goddess perpetuating the art of architecture by reproducing the writings of the great geometers, Archimedes, Euclid and others. All the arts depend chiefly upon our art, but because this is not appreciated by contemporary printers almost every little purchasing agent has acquired the habit of treating the printers with indignity. Shall it always henceforth be true that "sufferance is the badge of all our tribe"? It was not so when La Caille printed.

human being. Your first impression is wholly superficial. You judge him by externals." Peck explains the "principle of the economy of attention." The reader should be attracted to all printed matter by the externals. Again he says, "I would go still further, and say that while a really interesting book can not be made dull, nor a dull book interesting,

As in big things, so it is in small things typographical. Brains and feeling count in printing as much as they do in every other art.

\* \* \* \*

### Thorough, But Not Oppressed.

A light heart and a serious mind are not incompatible.—Harry Lauder.

**ALBERT D. KNISKERN, PRINTER-SOLDIER.**

BY CHARLES S. BROWN.



In all things the printer is the educator of the world. His influence extends far and wide, to all classes and races alike. His is the work of preparing the educational material for the masses, for students in every line of endeavor. Little wonder, then, that we find printers numbered among the ranks of those who have risen to prominent places, those who have made or are making their mark in the world's history. Many are the men in the leading walks of life who point back with pride to the print-shop as the place where they started their efforts. Such a man is Gen. Albert D. Kniskern, quartermaster, in charge of the immense Chicago Quartermaster's Supply Depot, and appointed brigadier-general October 1 — a far step from printer's devil to the responsibility of supervising the expenditure of \$60,000,000 a month for the boys who are making the world a safe place in which to live.

It was the writer's privilege to work with General Kniskern as a cub printer in a little town in Michigan about 1880, so when the news of his appointment to his present position was received, an interview was sought for the benefit of the readers of *THE INLAND PRINTER*. Like all big men, General Kniskern was reticent about talking of himself.

"I owe what I have to my experience and knowledge gained in the print-shop," said the General. "As a boy I was sickly and never went to school a year continuously until I reached West Point. My time from nine years to twenty-one was spent off and on in a print-shop. I went to school when I was well enough, quit school at some time during the year, and as soon as I felt better went into a print-shop for the rest of the year. When I was in competition for appointment to West Point we were asked questions, among other subjects, on matters calling for general information. It was my ability to answer these questions that won my appointment. The knowledge was gained during my experience in the print-shop."

General Kniskern first saw the light of this world in Monee, Will County, Illinois, on December 2, 1861. A few years later his parents moved to Michigan. In 1870 his father moved to Middleville, Michigan, and became editor and publisher of the *Middleville Republican*. It was in this office that the young Kniskern learned the printer's trade, though just before going to Middleville he learned the case in the old *Detroit Tribune* office, and at the age of nine years was able to distribute well enough for his father to allow him to help at the case. Later, the family moved to Hastings, Michigan, and here from 1879 to 1882 he divided his time between going to school and working off and on in the offices of the various print-shops.

As a result of a competitive examination in 1882, General Kniskern started his military career through appointment as a cadet at West Point Military Academy, from which he graduated in the class of 1886. In that class were Gen. John J. Pershing, Brigadier-Generals Charles C. Walcutt, Peter E. Traub, Malvern Hill Barnum, William H. Hay; Major-Generals Lucien G. Berry, John E. McMahon, Charles T. Menoher, commander of the Rainbow Division, Edwin M. Lewis, Charles C. Ballou, commander of the Colored Division, military men who are now making history in the world's greatest war. After graduation he was appointed second lieutenant in the Twentieth Infantry. This commission he resigned in June, 1887, and again took up printing as part owner of the Hastings (Michigan) *Banner*.

In 1888, 1890 and 1891, General Kniskern was captain of the Hastings Division Uniform Rank Knights of Pythias, when they won first prize in military drill at national meetings in Cincinnati, Milwaukee and Washington. In Washington, D. C., a prize was offered to the best captain. This prize was given to Captain Kniskern.

In 1891 he was re-appointed second lieutenant in the Twentieth Infantry, later being promoted to first lieutenant in the Second Infantry, and in 1898 received the appointment as captain in the Subsistence Department. During the Spanish War, he was on duty as depot commissary at Mobile, Alabama; Miami, Florida; St. Louis, Missouri; and was also assigned to a station in Denver, Colorado. He was given the rank of major during the Spanish War and the Philippine Insurrection. In



**Gen. Albert D. Kniskern.**  
Photo by Steffens, Chicago.

1898 he was sent to Cuba with a ship-load of supplies for the indigent Cubans, distributing in two weeks' time, thirty days' rations to each of several thousand families at Matanzas. He saw service in the Philippine Islands from 1899 to 1901, and again from 1911 to 1913, and in 1914 served at Tientsin, China.

His record for promotion is: Major in 1901; lieutenant-colonel in 1906; colonel in 1916, and brigadier-general in 1918.

From 1902 to 1909 he was stationed in Chicago as purchasing and depot commissary, and during this time devoted a great deal of attention to the study of packing-house methods, becoming an expert on meat products for the army. He returned to Chicago in 1914, and at the outbreak of the war had a small depot of 37,000 square feet of storage space, with a force of eight clerks, forty employees and two commissioned officers, doing a business of about \$1,000,000 a year.

The size of General Kniskern's "job" can probably be imagined when it is stated that the depot of which he now has charge has about four million square feet of storage space, with a force of 250 officers, 1,200 clerks, 7,500 civilian employees, 250 enlisted men, and is doing a business of about \$60,000,000 a month — a sum that undoubtedly would stagger the printer of today were it not for the fact that the war has increased our comprehension from mere millions to billions.

General Kniskern was married in July, 1886, to Miss Stella Wheeler, of Hastings, Michigan, and has two sons, both of whom are serving Uncle Sam, Lewis T. Kniskern, as general manager of the Chester Shipbuilding Company, Chester, Pennsylvania, and Philip W. Kniskern, as a captain in the Engineer Corps of the United States Army.



## COSTS OF BINDERY OPERATIONS—HAND STITCHING, TYING AND STRINGING.

NO. 11—BY R. T. PORTE.



THE article last month completed the costs of ordinary operations in the production of books and pamphlets, and nearly all such jobs are completed without any further work except delivering and getting the money, which is sometimes the biggest job of all.

But there are many booklets that require extra work, and de luxe pamphlets on which finishing touches must be put. Every printer has occasion to go up against such jobs, and in most cases is at a loss to know what price to figure for the work.

In searching for available records of cost, I have been hard put to secure as many as I would have liked, but fortunately secured enough to give me a good average. The tables presented in this article have been put to some very severe tests, and, on the whole, have shown that they are as near right as could be figured at the time.

Three classes of work, or rather grades of work of the same kind, are covered in the tables. For one of these a machine has been produced that does the work, but, so far as I am able to ascertain, is profitable only on large quantities and on a certain character of work. It is not possible for the ordinary printing-office and bindery to install one of these machines, and therefore this class of work must be done by hand.

### Hand-Stitching or Tying Booklets.

The first class of work is similar to saddle-back stitching, costs of which were given in article No. 9, but, in this case, instead of using wire and machines to do the work, thread or silk is used, which must be sewed with a needle.

In some cases, where the book is very thick, holes are stabbed through the back, and this makes for quicker work. The holes should be very small, and not round, perforated only large enough to admit the needle.

Table No. 35 covers three ways of doing this work on four sizes of booklets, as well as extra cost for extended covers.

Class 1 is the ordinary way of stitching booklets with thread, and this is not generally used unless the printing-office does not have a wire-stitching machine. The thread is first put through the center of the book, and the middle of the fold, and is then drawn to one edge, usually two-thirds the distance from center to the extreme edge. The thread is drawn through to the opposite side an equal distance from the other edge, then back to the center, and through the center hole again, where the two ends are placed across the thread running from the two outside holes. It is then tied firmly, thus holding the middle thread and securely binding the sheets together (see diagram).

Class 2 is the same, except that it is tied with silk instead of thread, and this is usually much slower, as well as more particular work. It is the most commonly used, as it gives a finishing touch to the job. Many jobs that have been wire-stitched are stitched with silk in addition, simply for appearance.

Class 3 is the same as Class 2, except the silk is tied with a bow instead of a knot. It requires considerable time to tie these bows neatly, and the cost is considerably more than for work of Class 2. This class of work is generally used on souvenir programs and fancy booklets, and is very popular. The costs

NOTE.—This is the eleventh of a series of twelve articles, with tables, on the cost of bindery work. Copyrighted by R. T. Porte.

will be found low, and in many cases it has been reported that the scales given are not high enough. In such cases it has been found that inexperienced help was used, and that ran up the cost. No one has reported that the costs were too high, and therefore a printer or binder may be sure that to figure less will mean a loss.

The extra charge for extended covers is for work where the covers are not wire-stitched to the inside pages, but must be placed in position by the operator, when care must be taken to do the work nicely.

From what experience I have been able to gather, the costs as given are low.

In all cases, the cost of the material must be added to the

Number of Books.	8 Pages.			8 Pages and Cover or 16 Pages.			16 Pages and Cover, 24 or 32 Pages.			24 or 32 Pages and Cover.			Extended Covers Add.
	*1	**2	***3	*1	2	3	*1	2	3	*1	2	3	
25.....	.35	.40	.45	.40	.45	.50	.45	.50	.60	.50	.55	.65	.15
50.....	.45	.55	.65	.55	.60	.70	.60	.70	.85	.70	.75	.90	.20
75.....	.60	.70	.85	.70	.75	.90	.75	.85	1.10	.85	.95	1.20	.25
100.....	.70	.80	1.00	.80	.90	1.10	.90	1.00	1.30	1.00	1.10	1.50	.30
150.....	.95	1.10	1.40	1.10	1.25	1.55	1.25	1.40	1.85	1.40	1.55	2.15	.40
200.....	1.20	1.40	1.80	1.40	1.60	2.00	1.60	1.80	2.40	1.80	2.00	2.80	.50
250.....	1.45	1.70	2.20	1.70	1.95	2.45	1.95	2.20	2.95	2.20	2.45	3.45	.60
300.....	1.70	2.00	2.60	2.00	2.30	2.90	2.30	2.60	3.50	2.60	2.90	4.10	.70
350.....	1.95	2.30	3.00	2.30	2.65	3.35	2.65	3.00	4.05	3.00	3.35	4.75	.80
400.....	2.20	2.60	3.40	2.60	3.00	3.80	3.00	3.40	4.60	3.40	3.80	5.40	.90
450.....	2.45	2.90	3.80	2.90	3.35	4.25	3.35	3.80	5.15	3.80	4.25	6.05	1.00
500.....	2.70	3.20	4.20	3.20	3.70	4.70	3.70	4.20	5.70	4.20	4.70	6.70	1.10
550.....	2.95	3.50	4.60	3.50	4.05	5.15	4.05	4.60	6.25	4.60	5.15	7.35	1.20
600.....	3.20	3.80	5.00	3.80	4.40	5.60	4.40	5.00	6.80	5.00	5.60	8.00	1.30
650.....	3.45	4.10	5.40	4.10	4.75	6.05	4.75	5.40	7.35	5.40	6.05	8.65	1.40
700.....	3.70	4.40	5.80	4.40	5.10	6.50	5.10	5.80	7.90	5.80	6.50	9.30	1.50
750.....	3.95	4.70	6.20	4.70	5.45	6.95	5.45	6.20	8.45	6.20	6.95	9.95	1.60
800.....	4.20	5.00	6.60	5.00	5.80	7.40	5.80	6.60	9.00	6.60	7.40	10.60	1.70
850.....	4.40	5.25	6.95	5.25	6.10	7.80	6.10	6.95	9.50	6.95	7.80	11.20	1.80
900.....	4.60	5.50	7.30	5.50	6.40	8.20	6.40	7.30	10.00	7.30	8.20	11.80	1.90
950.....	4.80	5.75	7.65	5.75	6.70	8.60	6.70	7.65	10.50	7.65	8.60	12.40	1.95
1000.....	5.00	6.00	8.00	6.00	7.00	9.00	7.00	8.00	11.00	8.00	9.00	13.00	2.00

TABLE NO. 35.—Cost of Hand Stitching or Tying Booklets.

Add Cost of Material in all Cases.

\*Class 1—Stitched with thread and knotted. \*\*Class 2—Stitched with silk and knotted.

\*\*\*Class 3—Stitched with silk and tied with a bow.

figures given, as the costs cover only actual labor. It would be possible to make scales which would also cover cost of material, but, with the rapidly changing prices on all classes of materials, this would not be practical at this time.

While Classes 2 and 3 cover silk, the imitation silks, mercerized cotton, or whatever name similar material goes by, are also covered. There are many of these imitations on the market, and they usually hold better than pure silk. Silk floss is very nice and adds a great deal to the appearance of a booklet, but for large quantities it is quite expensive.

No quantities over one thousand are given, as this is about as large an edition as the average printer and binder has of this class of work. Quantities over this amount should be figured at the one thousand rate, as there is not much gained in lower costs in larger quantities.

Like all the scales that have been presented in this series, this has been carefully checked and compared with costs and price-lists gotten out in various parts of the country. It is believed to represent a fair average of cost.

### Souvenir Work.

A next higher grade of work than that just taken up is souvenir work, usually tied with ribbon or silk-finished cord.

This work is done in four ways, with both flush and extended covers.

Table No. 36 covers all such work, and I think will be found flexible enough to give a cost on almost any job of the souvenir character that will enter the average bindery and printing-office.

In all cases the ribbon or cord should be measured and cut to exact lengths. This can be done by using a board one-half the desired length of the cord, winding the cord around this board, and then cutting the strands in two. This is the most

common method. Some use a heavy weight of binders' board for this purpose.

Class 1 is similar to Class 1 in Table No. 35, except that the holes have been punched and the books side-stitched instead of saddle-backed. The cord is put through the holes



Diagram showing method of stitching booklets with thread or silk, Table No. 35, also Classes 1 and 2, Table No. 36.

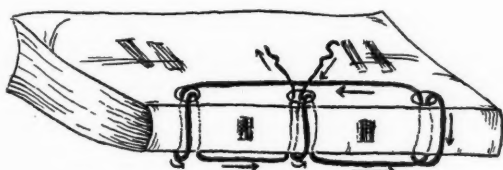


Diagram showing method of tying "souvenir" work, Classes 3 and 4, Table No. 36.

in the same manner — through the center hole first, drawn to one end, through that hole, drawn to the hole in the opposite end and back through the center, where it is tied securely across the cord going from one end to the other (see diagram).

Class 2 is the same as Class 1 except that the cord is tied with a bow instead of a knot.

Class 3 is different in that it covers work where the cord or ribbon passes around the back of the books and through the

No. Books.	Class 1		Class 2		Class 3		Class 4	
	F	E	F	E	F	E	F	E
25.....	.50	.60	.90	1.00	1.40	1.65	2.75	3.10
50.....	.75	.90	1.30	1.50	2.00	2.35	3.50	4.00
75.....	1.00	1.20	1.70	1.95	2.60	3.05	4.25	4.90
100.....	1.25	1.50	2.00	2.30	3.25	3.75	5.00	5.75
150.....	1.75	2.15	2.75	3.20	4.50	5.15	6.40	7.40
200.....	2.25	2.80	3.50	4.10	5.75	6.55	7.80	9.05
250.....	2.75	3.45	4.25	5.00	7.00	7.95	9.20	10.70
300.....	3.25	4.10	5.00	5.90	8.20	9.30	10.60	12.35
350.....	3.75	4.75	5.75	6.80	9.40	10.65	12.00	14.00
400.....	4.25	5.40	6.50	7.70	10.60	12.00	13.40	15.65
450.....	4.75	6.05	7.25	8.60	11.80	13.35	14.80	17.30
500.....	5.25	6.70	8.00	9.50	13.00	14.70	16.20	18.95
550.....	5.75	7.35	8.75	10.40	14.20	16.05	17.60	20.60
600.....	6.25	8.00	9.50	11.30	15.40	17.40	19.00	22.25
650.....	6.75	8.65	10.25	12.20	16.60	18.75	20.40	23.90
700.....	7.20	9.30	11.00	13.10	17.80	20.10	21.80	25.50
750.....	7.65	9.95	11.50	13.95	19.00	21.45	23.20	27.10
800.....	8.10	10.60	12.20	14.80	20.20	22.80	24.60	28.70
900.....	9.05	12.80	13.60	16.40	22.60	25.40	27.30	31.90
1000.....	10.00	13.00	15.00	18.00	25.00	28.00	30.00	35.00

TABLE NO. 36.—Cost of Hand Tying Pamphlets With Ribbon or Cord (Commonly Called "Souvenir Work").

Cost of Material Extra—Punching Included.

F—Flush covers. E—Extended covers. Classes: 1—Tied with knot through 3 punched holes. 2—Tied with bow through 3 punched holes. 3—Tied around the back with a knot, 3 punched holes. 4—Tied around the back with a bow, 3 punched holes.

holes twice. This is the usual way of doing souvenir work where something extra nice is wanted. It costs considerably more to do the work this way, but it gives a much better appearance to the books.

Class 4 is the same as Class 3, except the cord or ribbon is tied in a bow instead of a knot. See diagram for method of doing this work.

In all cases, covers should be glued on the books and the holes carefully punched. The costs given include the punching of the holes and the work of tying, but do not include material of any kind. It has been found that books with extended covers require more careful handling, and therefore cost more to produce than those on which the covers are flush.

These scales, as well, have been carefully checked and compared with records of costs and price-lists, and are believed to represent a fair average of cost for the class of work covered.

### Stringing.

This is about the simplest class of work on which thread or twine is used. Holes are punched in the corner of a book or pamphlet and twine strung through the hole and tied in a firm knot. This is most generally used on telephone directories and similar work. The size of the book makes some difference in the cost on account of the extra work in handling. Small

No. Books.	Pages to the book.							
	32	64	96	128	160	192	224	256
100.....	.40	.45	.50	.55	.60	.65	.70	.75
200.....	.75	.85	.95	1.05	1.15	1.25	1.35	1.45
300.....	1.10	1.25	1.40	1.55	1.70	1.85	2.00	2.15
400.....	1.45	1.65	1.85	2.05	2.25	2.45	2.65	2.85
500.....	1.80	2.05	2.30	2.55	2.80	3.05	3.30	3.55
600.....	2.15	2.45	2.75	3.05	3.35	3.65	3.95	4.25
700.....	2.50	2.85	3.20	3.55	3.90	4.25	4.60	4.95
800.....	2.85	3.25	3.65	4.05	4.45	4.85	5.25	5.65
900.....	3.20	3.65	4.10	4.55	5.00	5.45	5.90	6.35
1 m.....	3.50	4.00	4.50	5.00	5.50	6.00	6.50	7.00
1½ m.....	5.00	5.75	6.50	7.25	8.00	8.75	9.50	10.25
2 m.....	6.50	7.50	8.50	9.50	10.50	11.50	12.50	13.50
2½ m.....	8.00	9.25	10.50	11.75	13.00	14.25	15.50	16.75
3 m.....	9.50	11.00	12.50	14.00	15.50	17.00	18.50	20.00
3½ m.....	11.00	12.75	14.50	16.25	18.00	19.75	21.50	23.25
4 m.....	12.50	14.50	16.50	18.50	20.50	22.50	24.50	26.50
4½ m.....	14.00	16.25	18.50	20.75	23.00	25.25	27.50	29.75
5 m.....	15.50	18.00	20.50	23.00	25.50	28.00	30.50	33.00
6 m.....	18.40	21.40	24.40	27.40	30.40	33.40	36.40	39.40
7 m.....	21.30	24.80	28.30	31.80	35.30	38.80	42.30	45.80
8 m.....	24.20	28.20	32.20	36.20	40.20	44.20	48.20	52.20
9 m.....	27.10	31.60	36.10	40.60	45.10	49.60	54.10	58.60
10 m.....	30.00	35.00	40.00	45.00	50.00	55.00	60.00	65.00

TABLE NO. 37.—Cost of Stringing Pamphlets or Books.

Cost of Material Extra—Punching One Hole Included.

books of thirty-two pages can be handled efficiently, while larger books require more time and cost much more.

Table No. 37 covers the cost of doing the work, both punching and stringing, not including material. The rising costs of twine make it impractical to include this in the cost.

These scales, as well, have been carefully checked and compared with records of costs and price-lists, and are believed to represent a fair average of cost for the class of work covered.

Next month we will complete the tables of costs as far as I have gone at the present time.

### STRAIGHT FROM THE DEVIL.

BY HERBERT ARTHUR.

The foreman tried me out on distribution

And fiercely swore when I mistook a case.

To learn the types I tried a new solution,

For, otherwise, I'd still be in disgrace.

With pica I'd mixed ten-point in confusion —

But what's a point or two between good friends?

Bourgeois and minion forced the wise conclusion

These war-like thoughts would help attain my ends:

The Belgians are brevier how'er you take 'em;

Distinctly nonpareil the pois are;

The tommies are as English as they make 'em;

The seventy-mile long-primer shoots too far.

The kaiser gets a pica's satisfaction

When Ludendorff, his minion, reeks in crime.

The boches are bourgeois in thought and action;

Small pica is the crown prince all the time.

Allies believed in simple composition —

The body-matter solid nonpareil;

Brevier for subheads made a fine addition

And strong display in English fitted well.

Now, solid nonpareil is double-leaded;

Brevier and English battered till they fall.

Over the top a stronger line is headed —

American great primer leads 'em all.

## WHAT DO YOU MEAN—CRIPPLE?

BY MARION DELCOMYN.



RIVATE Henry Mooney was brought into the Red Cross Hospital with a wound in his left foot, a broken right leg and his left arm badly hurt. A wounded soldier who goes into a hospital enters a new world. He has just been fighting and suffering among other men. Suddenly he rests among gentle women, and gets an entirely different view of life. Yesterday he was obeying orders; today he is asked to express his wishes. He hears promises that he will soon be cured and able to be about again. Delicate hands dress his wounds with wonderful devotion. He, too, becomes gentle and smiling and filled with an immense feeling of gratitude for which he can find no words.

So with Henry Mooney. He didn't know just how to express his feelings. It was restful to be there; fever and pain would soon disappear. As time passed he seemed so happy and oblivious of his wounds; his missing leg (it had been amputated) gave him no worry whatever. He often discussed it with the nurses, saying: "I would have had a grouch, if I had lost the arm too. But only a leg—What's that?" he would ask smiling.

As a matter of fact there is nothing surprising in this good humor. The power of resistance of man is wonderful. Half killed, he still continues to enjoy what is left of him. He is ever ready to adapt himself to new conditions. The main thing is to live.

After nearly three months spent in bed, Henry was allowed to get about. Although completely exhausted by the effort of climbing into a wheel-chair, they would have had to nail it down had they wished to keep him quiet.

"It's all over," he told the nurse after a little while. "My pains have gone. Honest it's all over."

In his chair he made a complete tour of the entire place, which he had nick-named "the repair shop," and came back well informed as to where his services would be most useful.

"All I like is work, believe me," he confided to one of the nurses. "I belong wherever there is something to be done. I couldn't live without some kind of work and a lot of it, too."

There is much of this spirit in the American army. Henry had it to spare. With his bright, jovial face he encouraged all the wounded and seemed to say: "Just look how good it is to be alive!"

One of the doctors took an interest in Henry and they soon became good friends. Before enlisting, at the beginning of the war, Henry had been a conductor. Of course, his old job was out of the question now; but there was Mamie and the little girl. They must be supported and support them he would. So it was up to him to find work that he could do, in spite of his various disabled members. And without training—what could he get?

One day, after a talk with the doctor, the situation was cleared up for Henry Mooney.

"Don't worry, the Government is back of you. It will train you for anything you think you can do."

Furnished to THE INLAND PRINTER by the Publicity Department of the Red Cross Institute for Crippled and Disabled Men, 311 Fourth Avenue, New York City.

"Gee, that's fine. I worked in a print-shop once."

"Well, why don't you learn printing?" asked the doctor. "That's something you can do as well as any one. You have two good hands."

"Just the thing. Why, I had a small printing-press when I was a kid. Got it one Christmas. And I was *At* at spelling too, believe me." He laughed for sheer joy at the thought.

"Here is a newspaper clipping that will give you the idea," said the doctor, who had gone to his desk for it. This is what Henry read:

According to the vocational rehabilitation act recently enacted by Congress, those disabled in the military and naval forces of the United States Army have been placed under the joint authority of the



Instruction on the Monotype Being Given by the American Red Cross Institute for Crippled and Disabled Men.

Surgeon-General of the Army and the Federal Board for Vocational Education. The Surgeon-General has jurisdiction from the time the person is injured until he is restored to good physical condition, when he receives his honorable discharge. The Federal Board then offers him vocational re-education and training which will enable him to return to useful active employment, and the United States Employment Service will find him a job.

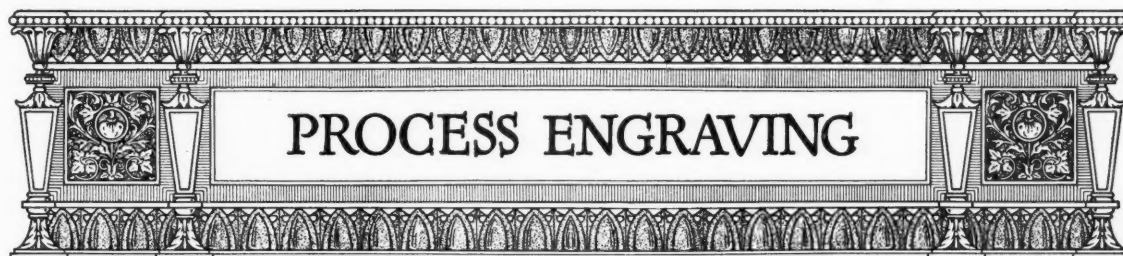
After reading this Henry experienced a feeling of relief. He was happy at the thought that he had done his duty toward his country; happy also to remember that wife and child were waiting for him, and that his ability to support them was assured him by his country.

They began to give him his chance to make good right away. Even before he was fully recovered, his instruction was started by experts. He is an industrious pupil now. When the Government is through with his education he will be a top-notch printer, the kind that every composing-room foreman will welcome. Employers will demand him, because he will be a master workman. There will be no sentiment about the hiring of Henry.

It will be years before the rest of his story can be told. Yet even this glimpse into the opening chapter is proof that we are not living in the old days. Then Henry's case would have been almost hopeless. The world would have labeled him "cripple" and it would have been through with him. After this war is over, people will stare at the man who calls Henry a cripple.

"He is a handicapped workman," they will say. "What do you mean—cripple?"





BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

### Copper Enamel Ornaments.

J. Daly, St. Louis, asks: "Do you know of any method of sensitizing a copper plate with enamel and printing on it from a dry-plate negative without a screen? This is not to be used as a printing-plate, but as an ornament."

*Answer.*—You can print from a dry plate on enamel, harden the gelatin in a weak alum-bath, wash out the bichromate not acted upon by light, then treat the image with nitrate of silver to brighten it. The proper way to get a print in gelatin from a dry-plate negative is by using the carbon process employed by rotary photogravure engravers. Find a dealer in carbon tissue and he will direct you to a book of instructions for using it.

### Engraving Type in Rotary Photogravure.

A French patent has been granted for a method of engraving type intaglio for rotary photogravure printing without the use of a screen, as is now customary. The object is to get away from the jagged appearance which a screen gives to type. The type is printed on the copper from a line positive of the type, and the invention concerns the method of roughening the bottom of the intaglio cavities so that they will hold ink. This is done, it is claimed, by the etching solution composed of chromic acid and iron perchlorid, the proportions being one part by weight of chromic acid to two parts by weight of iron perchlorid. The invention may not do all that is claimed for it, but if this etching solution roughens the bottom of an etched copper plate it is worth knowing to all intaglio etchers.

### Wax Engraving.

L. Alvarez, Buenos Aires, Argentina, wants to know all about wax engraving, or, more properly, the cerotype method of engraving, as practiced in this country by map engravers. He wants all the books on the subject, as well as the names of the supply houses that furnish the tools, etc. In brief, Mr. Alvarez evidently wants to go into the business of wax engraving and expects this department to direct him by mail in an intricate art that it takes skilled men a lifetime to learn properly.

*Answer.*—The best plan to adopt would be to advertise in THE INLAND PRINTER for a competent superintendent for such a plant, a man with proper references who would bring an assistant, if necessary, and the material and tools to start the business properly. There are no books on the subject and many of the tools are either made to order or made by the workmen, each workman being accustomed to special tools and to his own formula for the wax coating used. Here is a formula for the wax that is in use: Four ounces of beeswax, one-quarter ounce of Burgundy, or white pitch, and one ounce of zinc oxid, mixed by melting the wax and the pitch in an iron pot and then stirring in the oxid. The perfectly flat copper plate which is to serve as a base for the engraving is

laid on a perfectly level iron plate, under which are gas-burners for heating it to any degree. A pool of the melted wax mixture is poured on the center of the copper plate and spread with a comb until it covers the entire surface required for the engraving. When this wax is cool, the map or diagram to be engraved is drawn upon it with pencil, the lines scratched through the wax with points and the letters pressed in while the wax lays on the warm iron plate. The broad spaces between lines are built up with wax and an electrotyper's building-up iron and the wax engraving sent to the electrotyper's for an electro.

### Photoengraving on a Matrix.

C. M. G., St. Louis, writes: "What is the process, and how is it done, that will do away with zinc etching of linework for newspapers by photographing on a matrix and casting from that? A salesman recently told me such a process was used in Cleveland and Detroit on occasional rush jobs."

*Answer.*—The salesman who put that idea over on you so easily will likely come back and sell you a brewery for a ten-spot. Look out for him.

### Color Processes Super-Excellent.

O. C. Gangoly, Gangoly's Lane, Calcutta, British India, writes: "Could you let me know if there are any American processes for accurate color reproduction (other than the tri-color and four-color half-tone processwork) which approach the quality of the chromo-collotype process, the Medici prints or the Japanese chromo-xylographs?"

*Answer.*—All the processes you mention are used in the United States, the Japanese method as a hobby by a few amateurs and the chromo-collotype process for art prints. It should be remembered that what we are striving for in this country are processes that will print enormous editions in the quickest time possible and at the least expense. While a single Medici print is being completed we might run off tens of thousands of four-color prints by our methods. After we get through with the war job now on hand we may have leisure to show the world something new in artistic color prints.

### Half-Tones on Rough-Surfaced Paper.

Some one asks in *Process Work*, London, how the half-tones printed on rough papers in THE INLAND PRINTER were produced and what arrangements have to be made in printing them?

One reader thought he had solved the mystery in a stereo-type which he saw made in red vulcanite. The impressions from it were, he said, exceedingly fine, owing, he thought, to the kindly nature of the vulcanite.

William Gamble, editor of *Process Work*, finds in an address by Mr. Stinson, of Philadelphia, a clue to the process, for which he says there has to be a certain quality in the negative; and, after developing the fish-glue print, it is important to clear the plate entirely free from scum so as to enable the etching to

begin all over at once. The etching is evidently carried to a greater depth than usual, and precautions, such as rolling up, etc., may have to be undertaken to prevent undercutting, which is one of the primary causes of blocks filling up and printing



War Poster Stamps Recently Received from London, England.

dirty. To sum up, the process seems to consist of a contrasty negative, a clean print, a deep etch, metal mounts, careful make-ready and a heavy impression.

#### Color Proofs From Sample Inks.

A color-proofer explains how he formerly secured all the "samples" of colored inks he wanted gratis and wonders why he has had to buy his colored inks the past year.

*Answer.*—The ink manufacturers have entered into an agreement with the Federal Trade Commission by which they have promised not to give gratuities of any kind to either customers or prospective ones. And how admirably this has worked out in the matter of colored inks. Heretofore the color-proofer had in his ink-closet, if he asked for them, samples of the three-color inks of many makers. This furnished a temptation for him to change and mix inks for different jobs. In this way a result was secured in the proof that the camera-man did not work for when he made the color separations, not to mention the trouble it gave the pressman later when he tried to match the engraver's proof. Today the color-proofer buys standard inks which work in harmony with the camera-man's standard filters, and the pressman knows where he is at every time, so that each one plays fair with his neighbor. Our thanks are due to the Federal Trade Commission for this great and good change.

#### Photoengraving an Essential Industry.

"Engraver," New York, should write to Commissioner Louis Flader, 862 Monadnock Block, Chicago, to learn if his business is an essential industry or not. Ask for a copy of the War Service Committee report submitted to the Detroit convention of engravers by President E. C. Miller. This is one of the most valuable papers compiled and shows how much twentieth-century civilization owes to photoengraving. Two paragraphs from the report are the following:

"Photoengraving is the art of reproducing drawings, designs, illustrations, photographs, pictures and printed matter of every description through the medium of relief-plates for printing on letter-presses, the latter constituting fully ninety per cent of all printed and illustrated matter in existence.

"Psychologists estimate that eighty per cent of all human knowledge is obtained through the eye. Illustrations, pictures, speak a universal language, consequently conveying information and knowledge in a manner far greater in volume and unequaled by all other means. To eliminate the use of pictures and illustrations in printed matter would prevent every person unable to read from receiving communications from others in every manner excepting by word of mouth. The only ones not instructed, educated, entertained and interested in pictures are the blind. The foregoing illustrates, as much as anything can, that if our Government intends to keep open the channels of communication, the photoengraving industry is as essential and necessary as the telegraph, the telephone and the printing-press. Without all these, civilization would cease and progress would stop instantly."

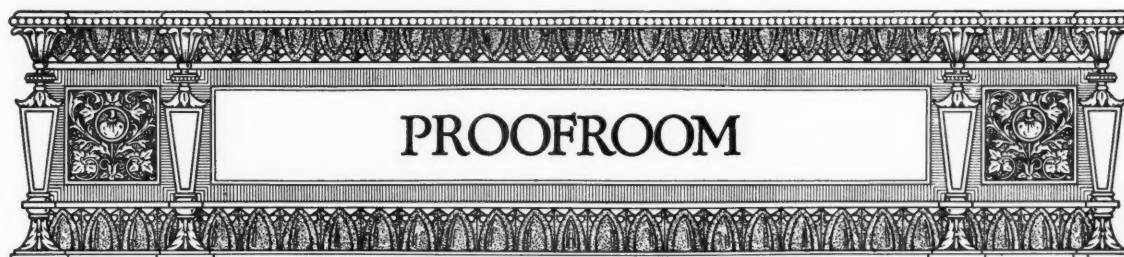
"Engraver" will also find in *The Photo-Engraver's Bulletin* for September, pages 2 to 9, inclusive, an exhaustive article on this subject by E. W. Houser, chairman of the War Service Committee of the Photoengravers' Association.

#### BIRCH PULP USED WITH SPRUCE AND BALSAM FOR MAKING NEWSPRINT PAPER

Some days ago, says the Ottawa correspondent of *Paper*, the Laurentide Company of Grand' Mère, Quebec, as an experiment ran ten per cent of white birch pulp through its usual mixture of spruce and balsam. The resultant newsprint, reports state, could not be distinguished from the ordinary paper from pure coniferous woods. This has caused wide discussion in papermaking circles for the reason that the forests of Quebec, as elsewhere, have been rapidly changing from coniferous to hardwood types, due to the faster seeding capabilities of the latter. How to utilize the hardwoods and uphold the sylvicultural balance in favor of spruce has engaged a lot of thought in recent years. If further experiments justify the use of birch, maple and beech the construction of new logging roads and purchase of tractors will be a logical next step. Except for a small amount taken for fire-wood, enormous quantities of Ontario and Quebec hardwoods are annually counted a complete loss.



Specimen of Wood-Engraving by Alessandro Pandolfi.  
Reproduced from *Il Risorgimento Grafico*.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

**False Estimate of Dictionaries.**

In the style-book of the *Detroit News* the following is quoted as written by Sir Clifford Allbutt: "A dictionary 'sanctions' nothing of its contents, but it enables us by consultation of its stores to compare and choose for ourselves. In using this liberty we shall neither be subservient to the prescriptions of age nor scornful of modern freedom; in every use we shall be guided by historical growth, the example of the best authors, and our present necessities."

This constitutes a dangerously misleading notion of dictionaries. Every one of our full works of this kind does, in effect, exactly what is said here that they do not do. Each one of them sanctions, for its own followers and adherents, very much that is not in accord with the particular use of other works. The writer probably said something more which qualified his statement, and which is essential to a correct understanding.

Dictionaries are made especially as records of what their makers have found established in use, and not as exponents of what the lexicographers think should be. In many ways what they say falls short of what they might say. But as a matter of fact it is almost universal to cite some dictionary as final authority. This is true particularly as applied to the vast majority of those who use the dictionary. To them the only feasible sanction is that found in the dictionary.

**An Error That Is Becoming Common.**

F. H., New York, writes: "I recently had for final reading the proofs of a book, published by a prominent firm, in which was the following sentence: 'The alien should be made to feel that if he honestly desires to become a part of us that America wants him.' My first impulse was to remove the second 'that,' then I thought I had better only query it, and then I found this error so frequent that I decided to do nothing about it, mainly because the publishers' order said to follow copy, and evidently the writer thought he was writing correctly. It was a shock to my feeling as to proper expression to leave this uncorrected, especially as this sentence was the other way: 'He must be given to understand that if he hopes to remain in America he must become a citizen.' Can both quoted sentences be right?"

*Answer.*—Both of the sentences certainly are not right. If the repetition of "that" could be justified in one it should occur in both. But it is unjustifiable in any such sentence. The error shown in its use is not a new one, but it is becoming more common day by day. Andrew Lang was a regular user of it, and he was almost qualified as an authority; but the fact that he indulged in this superfluity is not a sufficient defense for such misuse. No array of good names that might be cited in favor of it would make it good. Our proofreader friend is right in calling it an error, and will do well to act accordingly and reject it whenever he can do so without fear of fault-finding. But he was also right in leaving it uncorrected where

he says he did, for such writers and publishers insist upon having things done as ordered, some objecting even to any kind of suggestion of change.

**Need of Punctuation.**

N. E. T., Princeton, New Jersey, sends this: "In an old copy of the *Washington Times* I saw the following: 'A treatise on Punctuation, by F. Horace Teall, has just appeared. Such a treatise is not quite as necessary now as it might once have been, owing to the prevailing fashion of writing in a style which insures clearness independent of punctuation.' Does this mean that most present-day writing clearly expresses the intended sense whether it is or is not punctuated?"

*Answer.*—If the assertion was meant at all seriously, its author did not write with the clearness which he finds prevailing. The quoted paragraph was probably not the product of thoughtfulness, but merely the result of impatient scornfulness for such work. It requires no deep thought to convince us that there is no style of writing that is as clear without punctuation as with it. But the earlier treatises on punctuation almost invariably prescribed much use of points that was not only unnecessary, but was awkwardly cumbersome, and consequently was never learned thoroughly, even by its precursors. This resulted from the attempt to preserve the first attempts at system, which produced many rules that points "must" be used in places where progressive knowledge has shown decisively that they "must not" be used if the sense is expressed clearly. To show why this is so, and how to secure the needed clearness, without dogmatic and cumbersome minuteness, was the object of the book which was so ignorantly scorned by the paper quoted. The scorner simply did not take the trouble to ascertain whether the book was worth while or not. Mr. Theodore L. De Vinne told a story of punctuation in his "Correct Composition" which is pertinent here, as showing one of the difficulties the book on "Punctuation" was meant to eliminate. "A reprint advertisement," says Mr. De Vinne, "making a full page of solid nonpareil, was once sent to a magazine, and reset with ordinary corrections. It does not appear that there could have been any important error in the punctuation, for it had been satisfactory to the publisher and to the public, but the proofreader fancied it was his duty to improve it. He claimed to be qualified to punctuate by the Wilson system, which was infallibly correct. He thoroughly remodeled the punctuation, at a serious added expense to the office. . . . A year later . . . this old composition . . . was reproved and sent to the same reader. To the foreman's surprise, this infallible reader remodeled his own punctuation as thoroughly as he had remodeled that of the first reprint copy." Of course no proofreader should do so, and with complete understanding of a proper simple system no one would do so.

An example of the value of correct punctuation is the following personal experience. A friend, having studied the



course in a medical college, brought his final thesis to me and asked me to punctuate it. He had shown a thorough mastery of his subject in his writing, but it was left liable to many misunderstandings by the absence of commas in many places where they were needed, and by insertion of commas where they perverted the sense. I read his manuscript carefully, consulting him in regard to each doubtful point, and in each instance punctuated so that the actual meaning was indicated clearly. He had written a great many sentences in which an extra comma or the lack of a comma obscured the sense, but none in which he had not written clearly the right words. His thesis was highly praised by the college authorities, with special commendation for the clearness secured by adequate punctuation.

### KEEPING THE JOB UNIFORM.

BY HELEN E. BRENNEMAN.



THE first time a new job is read, the reader without exception notes little points of favoritism of the author's, while trying at the same time to grasp the general subject of his manuscript and catch as many errors as is possible in a "prep" reading. Every author, or publisher, as the case may be, has little idiosyncrasies which he wants to appear in the printed page, and unless the reader has become familiar with his little points of style through frequent handling of the publication or of the same author's manuscript, he is very likely to produce a job which either in itself is not uniform

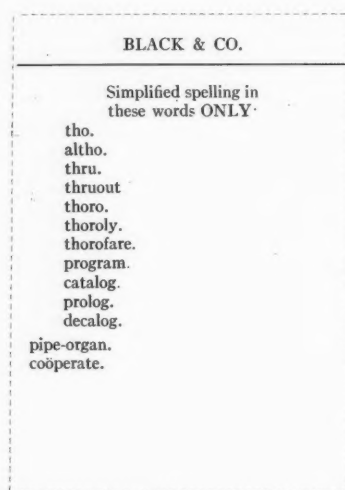


FIG. 1.

or does not compare favorably with the preferences expressed in previous issues of the publication, and thereby lay himself open to the charge of permitting inconsistencies to appear in his work.

A short time after I began reading proof I saw this obstacle before me and knew that it must be overcome — my jobs must be uniform! But what sort of a scheme could I contrive to help myself? I thought about it a great while, and finally came upon the happy idea of making notes, on paper, of the little points that were contrary to our office style, and not relying entirely upon my uncertain memory.

Thereupon I took four cards (I was handling four different jobs at the time) two inches by three inches in size, and across the top of each wrote the name of one of the jobs. Then, very neatly beneath each title I noted little points of style as I came upon them in my "prep" and subsequent readings. I fastened

these cards, one beneath the other, to the sides of my board with clips, so I always had them at hand for reference at a moment's glance and felt sure of not slipping on any points of style I had previously noted, about which there might later appear some inconsistency.

Now, just to show the value of such a scheme, suppose your customer indicates by his copy that he wants all side-heads in bold-face type and followed by a colon and em-dash. The style of our house was italic side-heads and we were never to use a colon and dash together unless specially required by the customer. I could not take the liberty of forcing the author to follow our style, inasmuch as he showed determination to have the job his own way — and he should have, for he was paying for it — and since I had been impregnated with the idea of italic side-heads and the use of a period and dash, how easy it would have been for me to have slipped on the job, especially when one section of it might come in today and another section about three weeks later.

Then again, we had one customer who wanted the simplified spelling used only in certain words. He also wanted *coöperate*, whereas our style-book instructed us to spell it *co-operate*. He also demanded *pipe-organ* (hyphenated), whereas we had been accustomed to printing it as two words, although the Standard Dictionary is authority for using it with a hyphen. Accordingly, I made out his card as shown in Fig. 1, and kept it before me while reading proofs of his work.

Then, as new jobs came under my control, I made out new cards and added them to the row down either side of my board. In the case of a publication which appeared only once a month, I could put its card away from month to month and bring it out only during the time the work was in the house.

Impracticable as this scheme may seem at first to some readers, it really is almost invaluable after you once give it a trial. How often have you stopped and wondered whether "beds" was capitalized in some job, or whether "pipe organ" was hyphenated? Haven't you wondered whether the side-heads were capitalized? Well, just at such times as these, when you have a rush job on your board, a glance at your little card will pull you safely through your doubt. It's a good scheme; give it a trial.

### IF

(Sympathy to Kipling.)

If you can do the printing of the nation  
As cheaply as the printers did of yore,  
And do it, too, 'thout any perturbation  
Though all you buy is daily costing more;

If you can work the will of fourscore masters,  
Obey them all and yet to each be true;  
If you can take full blame for all disasters,  
With seldom word of praise for what you do;

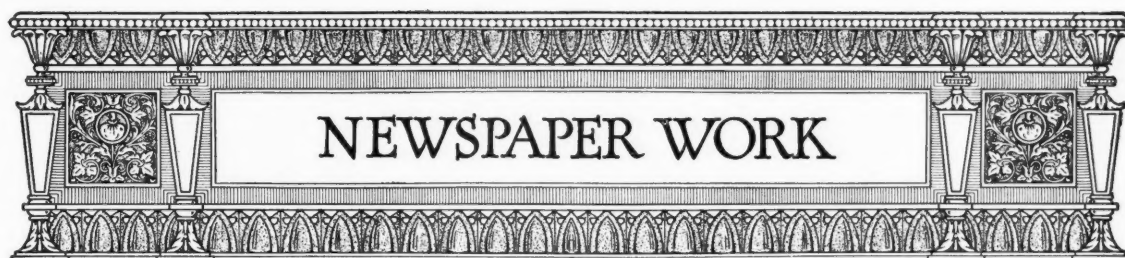
If you can master all the balled-up clauses,  
Correct each misspelled word that's handed you,  
Put periods in amid the real long pauses  
And scatter in a paragraph or two;

If you can take a job at half-past 'leven  
And turn it out by noon without a flaw,  
If you can turn from one man into seven  
And never say a thing that'd shock your maw;

If you can work like Sam Hill and creation,  
And turn out all the rush work the same day,  
And still show proper pleasure and elation  
When patrons growl you're getting too much pay;

If you can bring the wisdom of the sages  
Unto each job; why, then you're fit to run  
A print-shop — acme of the ages —  
But even so, they'll pan you hard, my son.

—Impressions,  
House-organ of The McCormick-Armstrong Press



BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

### General Observations.

It is evident that in all the recent court review of the news-print situation there has been little consideration of the interests of the smaller publishers who use sheet news-print, and as a result the most unfair differential in the price of rolls and sheet news will continue to prevail. Formerly 15 cents' difference per one hundred pounds in the price of rolls and sheets was considered ample, and was the voluntary difference made by the manufacturers themselves. Later they got it placed at 50 cents by the Federal Trade Commission, because nobody was on hand to protest. It may seem to many publishers of the smaller papers that press associations and organizations cost too much dues, but here is one case where it is manifest that lack of organization is going to cost much more. If the smaller publications of the United States do not arrange to have some effective representative who can look after the general interests in any or all of the States as occasion requires, and also at the national capital now and then when important matters are up in Congress, they are apt to get just such results as are now apparent in this print-paper matter.

An inquiry regarding the matter of recent increases in prices of advertising in the smaller daily papers of the country has led us to some general information on this subject that may be of interest to many others than the inquirer. It seems that whereas many dailies formerly maintained a higher local or home rate than their foreign rate, they have lately been getting the foreign advertising rate up to a basis more fair to those at home who stand the burden of the business all the time. Papers of 5,500 to 7,500 circulation have in the past ten years advanced their foreign advertising rate to just a little more than their home rate in order to cover discounts, costs, etc. One of our best posted informants says there has been an increase of from two to five cents an inch on local advertising in dailies having from five to fifteen thousand circulation. The same informant declares that the evening papers have been more prominent in making increases of advertising rates than morning papers, the latter, of course, being fewer in number. It is apparent that competition in some cities, and local conditions in others, cuts a great figure in the advertising prices, else how would you explain the wide differences — differences much greater than you find even with the wayward weeklies? Here are some figures taken at random:

A California paper, circulation morning and Sunday, 5,265 — 4 cents per inch.

A Colorado paper, circulation morning and Sunday, 7,250 — 7 cents per inch.

An Illinois morning and Sunday paper, circulation 6,761, 30 cents daily, 28 cents Sunday.

An Indiana paper, morning, circulation 5,300, 21 cents per inch.

A Kentucky morning and Sunday paper, circulation 11,000, 35 cents per inch.

A Maine paper, morning, 7,250 circulation, 4 cents per inch.

A Nevada morning and Sunday paper, circulation 5,965, 50 cents per inch.

An evening paper in Massachusetts, 8,000 circulation, 75 cents per inch.

A Pennsylvania morning and evening paper, circulation 9,145, 21 cents per inch.

Here is a Kansas paper at 2 cents per inch; also a Mississippi paper at the same rate, while a South Carolina paper of the same circulation gets 25 cents, etc.

When we got to studying these figures and tried to answer an inquiry from a foreign country concerning the standard advertising rates in this country, it was rather jarring to the nerves to make the answer in view of the variation shown above. If local conditions or business methods, or both, are responsible, then there is plenty of work for some organized influence to standardize rates, though just what plan might be adopted we can not say. Possibly our inquirer may suggest something, being far enough away from the local environment to be free from prejudice or the influence of custom in this country.

Mr. E. K. Whiting, of Owatonna, Minnesota, is anxious to check up newspaper costs with the Eastern publisher mentioned in the October issue of THE INLAND PRINTER, or others, for that matter, who have good cost systems working. We advise them to take the opportunity, as it may lead to simplification and suggestion of methods of newspaper cost accounting that will bring about more use of such system in all the country.

The heroes of this war are not all on the battle-fields of Europe. There are whole battalions of weekly newspaper publishers who just now are saving their country and their business at the same time by trying to work twenty-four hours a day and stave off suspension for want of help until the war is over. We recently found one man who owns his home-town weekly and also one in another county-seat adjoining. One lone girl in his own office stood between life and death for that paper, while the man's son was jumping back and forth to the other town trying to keep that paper going — and the young man was booked for war service the next month! Again, thank God for the girls and women who are willing to work.

We have been asked frequently by weekly publishers what they are going to be able to do in case they have men in the field and are increasing their circulation and thus are likely to use more print-paper than they did before the War Industries Board applied the brakes on their business. While curtailment of pages, press waste and free copies is required by the Board, we are given to understand that legitimate circulation increase is not barred by any of the government rules. We quote from

a letter recently received from the Pulp and Paper Section of the War Industries Board and signed by Mr. C. Ferguson:

"We would say that our regulations offer two alternatives to the publisher of a country weekly. Either he must at once put into practice all the enumerated rules regarding wasteful practices, in which event he will not be required to show a definite reduction in his consumption of paper, and if his circulation has a natural growth it might be permissible for him to consume more paper than he has in the past without making a violation of our ruling; or, if he does not wish to comply strictly with all the sections of the regulations, he must by some means cut his past consumption, based on amount used during the first six months of 1918, averaged monthly. We strongly urge all publishers to issue their subscription list in accordance with Section 2, as this is an unusual opportunity for them to put their list on a more businesslike basis, and can not help but ultimately react to their benefit. We make no distinction between newspapers that are patent inside and those that are all home-print."

We give the above for the general information it contains, to save both publishers and members of the Board from correspondence and loss of time, as well as for whatever degree of uncertainty the letter may remove.

#### Cash or Three Months' Credit.

The most vital part of the rules and regulations laid down by the War Industries Board for the weekly press of the country seems to be that rule requiring that no publisher may continue subscriptions after three months following date of expiration.

To a large percentage of publishers the rule is welcome and applauded, as they are either already requiring cash in advance for their papers or had intended getting to that basis as quickly as competition or other circumstances would allow. The only complaint such publishers have to make regarding this rule is that it is not sufficiently emphatic and mandatory. A letter from Mr. Donnelley, chief of the Pulp and Paper Section, to the writer in answer to a suggestion that the rule should be mandatory — and all the rules laid down should be mandatory — says: "Our idea was that if a publisher can save fifteen per cent in some other way he is at liberty to do so, but he must fulfil all these regulations and must show that in some way he accomplishes the saving."

While such an answer is still somewhat confusing, yet it must be taken for granted that the Board is going to expect each publisher to effect the fifteen per cent saving and, in general, observe all the rules laid down, and if the rules prescribed do not make the saving required, then some other way must be found to effect it.

Rule 2, quoted above, strikes closest to every weekly newspaper business, for country circulation is the hardest to get and so hard to keep that it is extremely valuable as an asset to any weekly newspaper, and it takes nerve and grit to go against the established customs that have created it. It is too bad, of course, that a majority of weekly papers not only do not require cash in advance from their subscribers, but they actually, in many cases, shun any attempts at collecting from those in arrears, fearing, no doubt, that it might create enmities and loss of names from the list. Other publishers are simply swamped with their work and dread the time they must give to a list to keep it paid up and going at top speed. As one thing they can neglect and still maintain their prestige as a newspaper, the latter is not a puerile excuse, provided some regard is paid in every community to those actually known to be dead beats and the list kept free as possible of them.

Accepting this Rule 2, then, as the law, what are you publishers going to do about it? Are you going to let the subscribers delay the three months in getting square with you, or are you going to make it straight cash in advance or forthwith take the names of delinquents off the list?

In several recent press association meetings we have found this to be a paramount question, and one to which there are two very good sides. At first thought many of the best and most successful publishers of weekly papers have felt that it would be easier and give them a better chance to allow the three months' grace to their subscribers. But when they hear the testimony of those who have tried this and other plans heretofore, they change their opinion about it. The best evidence we have been able to get is that where three months' time is given subscribers before taking their names off the list, some of them allow the matter of payment to run along till the end of that time and then if the publisher really means it and takes their names off they come in a week or two later, pay for a year and start in as new subscribers — and they have received the paper three full months over their year for nothing. If one month is allowed they will take that, so publishers say who have tried it, and one with plenty of good experience and good judgment says the best and only way to do is to give them just one week extra — the week following the one in which their name is removed from the regular list — and then, if payment has not been made in advance, part company with them and just wait. They will nearly always come in before they have missed two issues and subscribe and pay as others do.

This one argument is good enough for us. We accept it because we know human nature is just that way, and in all communities it is alike. The crafty fellow will get his extra month or three months for nothing if he can, and if you try to prevent him by dating his new subscription back to the time his old one stopped, you have made an enemy of him, or at least have him sullen and mean about it. If it is strictly cash in advance or off the list, and he knows it, one extra week, with the publisher's final notice to him of the fact, will usually line him up if he intends or is willing to stay with the paper.

Make it cash in advance for every weekly paper in the United States, and do it before December 1. What all do will work no special hardship on anybody.

#### Keeping Track of Expirations.

In line with the above, and as an aid to those smaller publishers who have never maintained any kind of a system for keeping track of expired subscriptions — we love these fellows because there are so many of them — we are going to suggest here and give details of the following home-made simple remedy for lost circulation on account of the cash-in-advance system. This is not intended for those who have the elaborate double-card system of expirations and drops, but they can adopt it if they wish, as there is no patent on it.

To begin with, every newspaper, no matter how small, should have its subscription list set up in slugs, with the subscribers' names in alphabetical order directly under each other and at the end of the slug the date to which the subscription is paid. It is not very expensive to get the list fixed up this way, even though the paper has no machine of its own.

Every list of subscribers for every town, carrier or route should be alphabetically arranged under the appropriate head. Now, suppose the town of Amazon has a newspaper and under the town label on the subscription list, either galley list or form sheet, the names run as follows:

AMAZON		BRIDGEPORT	
Anderson, John	.....Dec. 18	Angel, Wm	.....Nov. 18
Alberts, Chris	.....Aug. 18	Brun, John	.....Dec. 19
Clyde, Ambrose	.....July 18	Howard, Henry	.....Jan. 19
Kelly, Wm	.....Aug. 18	Lemuel, H.	.....Aug. 18
Yarkey, Howard	.....June 19	Ostend, R. P.	.....June 18
Zeller, Fritz	.....Jan. 19	Russell, G.	.....July 19

And so on, for each and every town and carrier and route. Here you have your mailing-list, either on galleys or on forms the proofs from which you can cut into strips for mailing-machine use. But the dates of the subscriptions are all necessarily mixed up. Recently the writer has conferred with



numerous publishers who have just this system, and in viewing the cash-in-advance proposition they were in a haze as to how they could handle the expirations with the least red tape and difficulty. One publisher said he had been losing sleep over the matter until he was sick, and feared he would have to make out a complete duplicate set of subscription cards for his 2,500 list, and have one set kept aside for expirations and convenience in sending notices. We suggested the following plan and he said it was worth \$200 to him and enabled him to quit losing sleep over the matter.

Take the same lists as above as an example and when correcting the mailing-list at the end or first of each week, as should be done by all, just glance down the row of dates and pick out those slugs which show subscriptions about to expire or which are already behind. At the end of the town or carrier list on the galley or form, place a dash or other mark to show plainly where the end of that list comes, then take out from the main list all those names on which the dates have expired or are about to expire, place the latter in the same alphabetical order underneath the dash, and then you have a form something like this:

AMAZON		BRIDGEPORT	
Anderson, John.....	Dec. 18	Angel, Wm.....	Nov. 18
Yarkey, Howard.....	June 19	Brun, John.....	Dec. 19
Zeller, Fred.....	Jan. 19	Howard, Henry.....	Jan. 19
		Russell, G.....	July 19
Alberts, Chris.....	Aug. 18		
Clyde, Ambrose.....	July 18	Lemuel, H.....	Aug. 18
Kelly, Wm.....	Aug. 18	Ostend, R. P.....	June 18

Now, don't you see that if you have a list four feet long you will have all the names of those subscribers whose time has expired together at the end of each town or carrier list? A glance at each galley or form proof will tell almost instantly what proportion are in arrears and will also furnish any boy or girl clerk in the office with the proper list of names to be notified of their expiration on the list. Could anything be more simple and easy than that?

But, you say, what do you do when they pay up or stop the paper? Do as you did when you separated the paid ones from the delinquent. If they pay up and have a credit slug made, place the new slug back among those paid in advance, taking the old slug showing their delinquency out of the list under the dash. If they have stopped their subscription and quit, take the slug out altogether and bid them good-by with the knowledge that you saw them first — and they do not owe you anything to be mourned about in the future.

How long does it take each week to keep a list of two thousand names thus separated and checked up? We asked a young man who does this work exactly as stated above about that, and he said less than half an hour. He can glance down the list of dates on the slugs and get with certainty almost every date that has expired. He picks out the expired slug and drops it below the dash, and at the same time makes such corrections as are in the same list by placing the new slugs above the dash.

#### Follow Up With Notices.

The above would not be worth much unless notices were sent to delinquent subscribers or those whose subscriptions are about to expire, in order to get them to renew, and here the simple little perforated check scheme outlined and explained in this department of the May, 1918, number of THE INLAND PRINTER is worth another two hundred a year to any publisher of a weekly. Remember that check scheme? Well, as briefly as possible, it is like this:

Print on any kind of suitable paper a notice of expiration of subscription. The form shown as Fig. 1 is recommended as an example.

This form, which contains the notice of the expiration of subscription, is permissible under the postal laws and may be folded right in the paper as mailed any week or day. A con-

venient way to use it is to have a bunch of folded papers on the mailing-table and stick these notices within the folded sheet. Then as the mailer comes to the dash at the end of the paid-up list for each town or carrier, he grabs a bunch of the papers with these notices in and goes on stamping the names on them the same as the others. When all the names under

**SUBSCRIPTION EXPIRED.**

Your subscription to the *Amazon Herald* expires with the present month. Please remit the amount for such time in advance as you wish to renew at the rate of \$2.00 per year.

For your convenience attached check may be used.

..... 1918

(Bank).....  
(Subscriber writes in name of bank here.)

Pay to the *Amazon Herald*, Amazon, Md., or order,  
the sum of..... Dollars  
\$. .... on subscription account.

Signed.....

FIG. 1.

a list are stamped the papers are wrapped in a bundle and sent along as usual without any further work or worry, and with no clerk hire or expense for postage — and the very parties who should have notice of the expiration of their subscriptions will receive it, more surely than by letter, because when the family gets that paper and it is opened out, the notice falls out and everybody there sees and reads it. Then "Dad" can't hide it in his pocket and forget it. It goes on dunning him every day until he pays for the paper and keeps it coming to the home.

If there is a simpler or less costly plan than this anywhere we would be glad to pay well to get it.

#### REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

THOMAS S. BROWN, Carbondale, Pennsylvania.—The advertisement, "A Soldier Facing Death for You," the lines of which run the long way of the page, the top of the advertisement being at the fold, is correctly placed. The ruling consideration is the convenience of the reader, and this matter any one can determine for himself. It is easier to swing the page to the right than to the left.

GEORGE W. BRAINARD, Minden, Nebraska.—The large advertisement covering four pages of your six-column newspaper is excellent in every way, the orderly arrangement of the panels and the price emphasis being features worthy of praise. We regret that the heading above the introduction and across the first side was no larger, as we consider it too weak in relation to the size of the advertisement as a whole.

Manchester Times, Manchester, Tennessee.—Taking everything into consideration—the conditions under which you work and the equipment at your disposal—you are to be congratulated on the appearance of your paper. Make-up is good, advertisements are well arranged and effectively displayed, and presswork is above the average of small-town papers. All can not have new type of latest style and unworn rules for making borders.

THE INLAND PRINTER is in receipt of copies of *A Capital*, a metropolitan newspaper published at Saint Paulo, Brazil, which are quite interesting. From appearances—and that is as far as we are able to judge—this is a progressive publication. The mechanical workmanship is subject to improvement, presswork being rather poor, while the great variety of type styles employed in the advertisements makes the pages quite uninviting to the eye.

GEORGE S. GUERNSEY, Scottsbluff, Nebraska.—The two advertisements sent us are exceptionally pleasing in appearance, and are effectively displayed and arranged. The handling of the large two-page spread for Fliesbach & Sons is commendable, especially in view of the fact that it was







proposition which is at the disposal of the small-town publisher. If metropolitan papers are daily distributed in your town, in which the same news, amplified according to the greater facilities of those papers, is printed, we believe it would be wise for you to specialize in local news. Conditions, of course, would govern in this respect, but the point is raised for possible guidance to other publishers. While the first-page make-up is interesting, as stated, it is not relatively so pleasing. Too many styles of type are used in the head-lines, and these are not of an attractive character. It is advisable

## NORTHFIELD NEWS.



Beautiful first page of Herman Roe's Northfield, Minnesota, weekly, one of the model small-town newspapers of the United States.

to standardize one style of head-letter if the most pleasing appearance is desired, but, of course, a change may be considered desirable for classifying the character of news-matter and to give special emphasis. Care should be exercised that the different type-faces are not too widely at variance, as, then, the advantages of change are nullified by the displeasing appearance produced. Headings should be symmetrically arranged or balanced; a heading in the first column, for example, being placed in the same position from top to bottom as a heading of the same character in the last column, which is the relative column opposite. In other words, it is desirable to consider an imaginary line drawn through the center of the page vertically, the headings on the left side of this line being similarly placed to those on the right side, but in reverse order. Large display head-lines present too abrupt an introduction to a story if immediately above the small type in which the item is set. It is for that reason a good plan to have a second section of the heading in smaller type between the large type of the main deck and the small type of the story. Another advantage of the second or third sections of a heading is that more of the important features of the story may be told in the head-lines, making it possible for the hasty reader to obtain the facts of the matter without having to read the entire item. Advertisements vary from good to bad. The most serious faults to be found with those falling under the latter classification are crowding, caused mainly by the employment of larger sizes of type than are essential, and an uninviting appearance, brought about by the use in the same advertisement of types of varying shapes and styles of design. We have long advocated the standardization of one style of display type for the advertisements of a newspaper, not only because the appearance of the paper will be better, but because advertisements can be set at less expense by the elimination of much sorts pulling. With only one style in the various sizes of type, there would necessarily be larger fonts; four fonts of one style of twenty-four point, for example, is much more practical than a font each of four different styles. A standardized border, say four-point plain rule, would also improve the general appearance of the *Commonwealth*. A variety of borders, like a variety of types, causes a newspaper to be displeasing to the eye on account of the resultant lack of harmony. Display of advertisements is satisfactory.

## ADVERTISING UNDER WAR CONDITIONS.

BY VAL FISHER,

British Publisher and Member London Chamber of Commerce.



ANY wonderful things have happened in advertising, through war conditions, and I want to touch on some of those things, that you may be prepared for the conditions that will probably arise as the war goes on. In the last four years the business men of Great Britain have learned more concerning the importance of building good-will through advertising than they did in the forty years preceding the war.

British manufacturers who have not a dollar's worth of merchandise to sell, whose entire plants are employed on government work, are keeping their advertising continuously before the public, because while they are perfectly willing to turn their profits over to the Government, while they are perfectly willing for the sake of winning the war to have their factories commandeered and their normal business completely stopped, yet they are not willing to sacrifice their good-will; they are not willing to have their names or their products forgotten.

And so they continue their advertising, continue building their good-will, so that when the war shall be won there will be an immediate demand for the billions of dollars' worth of merchandise that their greatly enlarged factories will then turn out.

This is a time when every manufacturer, every business man, should look far ahead. Good-will can not be built in a day, even by advertising. The war will not last always. We have all seen the mistake of being unprepared for war; it is almost as great and serious a mistake to be unprepared for peace.

What are you going to do with your acres and acres of enlarged factory space now employed in the making of war products all over America, if you don't build good-will now for the goods you are going to make when the war is won? How are you going to keep the smoke coming out of your factory chimneys after peace is declared, if you don't keep your name constantly before the public now, and build a demand for your peace-time products that will insure a satisfactory business the minute you stop making munitions or other war supplies?

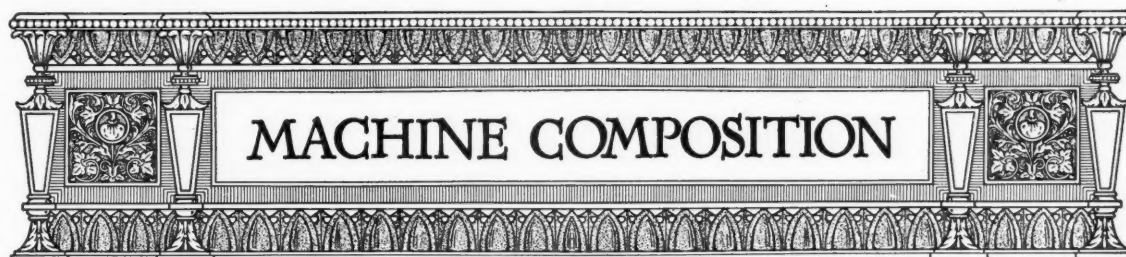
The war has taught the manufacturers and business men of Britain that advertising is not only the least expensive way to sell goods, but that it also has the far more important function of building good-will — a good-will whose benefits, especially in critical times, can hardly be measured. British business men have also learned that advertising can be used in time of war to stop the sale of their goods, and at the same time retain and even increase the good-will of the public. In a few cases British corporations have realized when it was too late, and after irrevocable damage was done, that advertising would have saved them.

Moreover, you Americans must not forget your opportunities for foreign trade. Millions of people of Great Britain and France and Italy and Central and South America will be looking to you for American-made goods when the war is over. Those of you who are best prepared, those of you whose good-will is most firmly established, will reap the greatest benefit. — *Manufacturers' News.*

## HARMONY AND VARIETY IN PRINTING.

Some jobs of printing remind us of a painting by a master artist — harmonious, delightful; others remind us of nothing so much as an eagle's nest after the old eagle has stirred it up.

Some jobs of printing remind you of a lot of cold type; others remind you that there is such a thing as harmony and variety to be found outside of the dictionary. — *G. W. Tuttle.*



BY E. M. KEATING.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results.

### Gasoline-Burner Trouble Corrected.

A Louisiana operator writes in part as follows: "Your information regarding the gasoline-burner was valuable. We have raised our tank two feet higher and cleaned out all connections, including the burner, finding that the connecting-pipe was almost choked and would hardly permit the flow of gasoline. Since doing the above we have had perfect results, a good flame that is easy to regulate, and no trouble at all in keeping the metal hot. We wish to thank you very much for the information given and will be glad to refer to you again if in need of helpful suggestions."

### Clutch Jerks as Cams End Revolution.

A Michigan operator writes: "I have adjusted the clutch as you advised; have secured  $\frac{1}{8}$  inch between forked lever and collar and have  $\frac{1}{2}$  inch between the collar and the shaft-bearing. I have also oiled the pulley-bearings and cleaned the leather buffers, but it has not eliminated the trouble, as the controlling-lever still moves out with a jerk when a line goes into the first-elevator jaws. Noting that there was considerable space between the lower lug of the starting-lever and the eccentric-screw, I changed the eccentric-screw to correspond as nearly as possible to the space mentioned in "The Mechanism of the Linotype," but was unable to get it exactly correct. The stopping-pawl rests  $\frac{1}{4}$  inch on the upper stop-lever, and the automatic pawls are set correctly. What else can I do to stop the noise made when the clutch goes into action?"

*Answer.*—You may obtain relief by reducing the stress of the clutch-spring by turning out a trifle on the spring-bushing which is found on the clutch-rod. Also, by turning in on the screw on the lower stop-lever you may make up for lost motion between the various parts of the stopping mechanism group and possibly minimize the trouble.

### Teeth of Matrices Damaged.

An Illinois publisher writes: "Under separate cover we are sending you several matrices which have damaged teeth. Will you kindly let us know what does this? We have been having a great deal of trouble with matrices dropping off the distributor-rail while distributing, and consequently a great many stops. Are these damaged teeth the cause of the aforesaid trouble, and if so what causes the damaged teeth? If there is a new part we need, please send it out with instructions how to put on. Nearly all matrices show some wear on the teeth, especially the more frequently used letters."

*Answer.*—From the bruised condition of the combinations we judge the damage is done by the rails of the distributor-box bar. Examine the rails of this bar at the left end. At this point any bruises that are present will cause a cutting of the teeth of the matrices as they pass this place. If you find bruises, remove them with a fine three-cornered file. Also examine the rails of the second-elevator bar for bruises. Another place

to examine is the front lower edge of the intermediate bar. See if this part shows marks of the matrix teeth, or bruises. If the box-bar is badly damaged, a new one may be applied by removing the distributor-box and by pushing out the two pins that hold the bar in place.

### Escapement Needs Adjustment.

An Illinois operator describes his trouble as follows: "On a Model 14 the matrices near the lower left end of the lower magazine protrude far enough from the magazine to be rubbed by the automatic matrix-guard when the crank-handle is pushed back full distance. Please inform me how to prevent the matrices extending so far out on the lower magazine. There is no other trouble present."

*Answer.*—If you do not find the locating-block loose, you will probably find it necessary to adjust the left end of the escapement a trifle toward the rear. This operation is rarely necessary, and in this instance will probably remedy your trouble. Turn crank-handle and raise magazine to full height. While in this position, loosen lock-nut on the adjusting-screw at left end of the escapement; turn forward a trifle on the screw and observe the action on the protruding matrices. When the lower ends of the matrices are about flush with the front edge of the magazine end-bar the adjustment is complete. Tighten lock-nut and try keys to see if matrices are allowed to fall from magazine.

### Gasoline and Kerosene Scarce in South Africa.

A member of the firm of William Brown & Sons, Limited, publishers of the *Zoutpansberg Review* and the *Waterberg Advertiser*, Pietersburg, Transvaal, writes in part as follows: "I noted in THE INLAND PRINTER for February, 1918, under the heading of 'Machine Composition,' a note entitled 'More About the Electrically Heated Metal-Pot.' After perusing the remarks from the Orphans' Industrial School, Loysville, Pennsylvania, I might state that I have long been looking for this information confirming the success of electrically heated metal-pots. We are in a 'no-man's land,' and at times find it very difficult to get, at any price, the necessary gasoline for our gasoline-burner, and although we also have a petroleum-burner, which is not all that could be desired, owing to the scarcity of petroleum as well as the enormous cost of same, I would, therefore, be greatly obliged if you could give us your valuable assistance in the following few questions: We have installed a British Model 4 (three-magazine) linotype and are out for the immediate purchase of an electrical heating apparatus for the metal-pot alternating current 230-240. Would you be good enough to hand this letter of ours to the manufacturer who might communicate with us immediately, thus saving a lot of time? He should also state price and guarantee that the apparatus mentioned will do for our machine, stating what the cost would be for an eight-hour day at six pence per unit. Your

valuable journal comes as a boon and a blessing to us here, and we take this opportunity of congratulating you on the publication of such a valuable trade journal."

*Answer.*—We were pleased to receive the above letter, and to pass the request on to the manufacturers without delay.

#### To Increase Stress of Pump-Lever Spring.

An Iowa operator desires to give more power to pump by its spring on his Model 5, and asks if shortening the spring would have the desired effect.

*Answer.*—The spring may be given increased power by moving it forward to the outside notch on its lever. It may also be strengthened by drawing down on the spring-hook to which the lower end of the pump-lever spring is attached. To do this, remove plunger-pin from pump-lever and start machine. When pump-lever descends, pull the upper end of the spring off the front end of the pump-lever. Allow the cams to return to normal if the heat is on the pot; if not, the cams may stand in that position. Loosen screw in the hook and lower it full distance if desired. Again allow the cams to turn far enough to permit the descent of the pump-lever. By standing on the machine-frame the operator may attach a hook to the upper ring of the spring, the spring may be pulled upwards, and its upper ring may be drawn on its lever with little trouble. Whoever attempts this operation should have a helper draw the spring on to the end of the lever when it is raised to a sufficient height by the operator.

#### Matrix Is Slow to Respond.

A Wisconsin operator writes that occasionally the spaceband comes too quickly, beating the matrix into the assembling-elevator. He further states that this is the cause of the principal errors in his proofs, and desires to know how he can overcome the trouble.

*Answer.*—When a spaceband drops into the elevator ahead of a matrix that should have preceded it, it does not indicate that the spaceband is too rapid, but rather, on the other hand, that the matrix is slow to respond to the touch of the key-button. Suggest that you test the relative actions by touching the key-button of the slow characters and noting if the matrix responds as promptly as it should. Repeat operations, followed by touching the spaceband key-lever. Note if the matrix is retarded in any way by chute-spring. If the chute-spring appears to retard the matrix, make the change by bending spring to permit a more free passage. If no interference occurs, observe if the keyboard cam drops and rotates promptly. Remove cam, then oil pivot and examine milled edge. Sharpen milling if too blunt. See that rubber roll is sufficiently rough to give a quick action to the cam when it drops. If the rubber is not slightly resilient, the roll should be replaced with a new one.

#### Slug Has Fins Due to Rounded Edges of Mold.

A South Dakota publisher sends several slugs showing fins on base. He asks if back knife is not at fault.

*Answer.*—The cause of the fins on the slugs is due to the spreading or fringing of the metal around the mold-cell at the base of the slug. This trouble is caused by the rounded-off condition of the mold, due perhaps to some one scraping the mold with some hard instrument, possibly a screw-driver, or perhaps to the use of emery-paper in cleaning adhering particles from mold. At any rate, the back knife is not at fault, as it could not be made to damage the mold in that manner. The original cause may probably be traced to neglect of back mold-wiper. This part should receive more careful attention from operators. It should be cleaned occasionally to remove the scale that adheres. Oil and graphite may be rubbed into the felt, or, as some prefer, blue ointment may be applied to the felt wiper. Keeping the back mold-wiper so it

presses firmly against the mold-disk makes it possible for the felt wiper to keep the back of the mold fairly well cleaned, and to some extent keeps metal from adhering to the back of the mold. This is especially true of the new mold-wiper. When the felt wears sufficiently to cause the brass rivets to become bright from rubbing on the back of the disk, it is time to apply a new piece of felt. This may be done without the rivets if desired. Heat the metal piece until it is hot enough to melt a piece of the stick shellac, and warm the piece of felt on the pot-cover. When the metal piece is coated with the hot shellac, apply it immediately to the piece of felt and hold it forcibly in contact until it adheres. Trim felt around edges with a sharp knife. Apply oily medium to felt and attach in position. If the wiper is examined every few days and kept firmly in contact with the disk, it will be noted that the adherence of metal to the back of the mold is greatly diminished. The front mold-wiper requires the same care and attention. However, oil need not be used; instead, saturate in gasoline and apply graphite, rubbing it well into the felt. Before applying new felt to the new style back mold-wiper, each felt should be oiled and then rubbed well with graphite. This makes it certain that the felt will be applying a lubricant to the back of the molds as the disk rotates.

#### A Simple Adjustment Will Correct Trouble.

A California operator writes: "Regarding the trouble I was having with the verge on a Model K, I took out the little pawls as you directed and cleaned them thoroughly; also the verge itself, and polished it. I think that was the cause of the trouble, as I was not bothered after doing so. Now I am working on a Model 8 on which the release for changing magazines does not quite clear when the handle is pushed in, so that it "bumps" hard when sliding up or down. The release-catch is about two points or more out of the way. How can I correct this trouble?"

*Answer.*—You can correct the trouble by moving the eccentric-screw (I-1516) found in each locating-bar. These screws are locked by a nut. To make the change, turn crank-handle and raise the magazines to full height, loosen the nuts found on the outside of each locating-bar, then turn the screws with a long screw-driver so that the eccentric part is moved toward rear of machine. In this operation, aim to set both screws alike. Afterwards tighten the nuts and try clearance by pushing in the handle full distance. As some early constructed Model 8 machines do not have this eccentric-screw, it may be secured from the Mergenthaler Linotype Company at San Francisco, California. The number is I-1516.

#### A DAILY DUTY.

Each day every American soldier in France is confronted by a great duty. Our army there has a great task to perform for our country, for the world, for civilization and for humanity. Our soldiers are doing their duty with a courage and fidelity and efficiency that thrill every heart.

Each day every American citizen at home is confronted by a great duty, a duty as imperative upon him or her as the duty of our soldiers is upon them. The American people have a great task to perform. It is to support to the limit of their ability our army, our navy, our country at war.

To work with increased energy and efficiency so that our national production may be increased; to economize in consumption so that more material and labor and transportation may be left free for the uses of the Government, and with the resultant savings to support the Government financially, is the daily duty of every American. It is a duty that will be met by every American whose heart is with our soldiers in France, who glories in their courage and fighting ability and their success.—*Exchange.*



## COMMERCIAL ART DEPARTMENT FOR THE PRINTERY.

BY ROBERT F. SALADÉ.



ANY of the larger printing concerns now have their own commercial art departments, some employing as many as half a dozen artists who work exclusively on designs and illustrations for customers. Hand-lettering, sketching and illustrating are done for booklets, catalogues, posters, car-cards, placards, greeting-cards, display advertisements for newspapers, magazines, trade journals, etc. In the large printing and publishing establishments there is usually sufficient work of this character to keep a staff of commercial artists busy all year around. When there is nothing in the way of regular orders, the artists work up new ideas for "creative" business — original designs and illustrations for proposed house-magazines, booklets, catalogues and other forms of advertising literature. The service salesmen go out in the open field with the art subjects, and the designs and sketches are often the means of securing new and important business.

Some of the medium-sized printing concerns, and even some of the smaller firms, have been recently adopting the commercial art department venture. There are the best of reasons for doing so. In the first place, patrons of the printer are frequently asking for artwork in connection with their orders. In the second place, the master printers are awakening to the fact that it pays to give complete service to customers. Moreover, the printers in general are beginning to realize that a great deal of new and profitable business can be "created" with the aid of a clever commercial artist.

It has been said that pictures tell their stories in all languages. This is true, indeed. In the elevated and subway trains, and in the trolley-cars, it is the handsome, colorful illustrations on the car-cards which first attract attention. In the newspapers, trade journals and magazines the pictures usually receive the reader's first consideration. Everybody looks at the bill-board posters because of the bright, colored illustrations.

The major portion of display advertising appearing in the standard magazines is illustrated. Practically all of the department store display and other advertising matter of this class which appears in the newspapers contains pictures. Coats, dresses, hats, shoes, house furnishings and a great variety of other things are illustrated so temptingly that people simply can not resist buying. The advertising power of pictures is remarkable. The illustrations in many of the newspaper and magazine advertisements may almost be classed as fine art.

A large percentage of all direct-by-mail advertising literature is illustrated. Booklets, folders, catalogues, house-organs, mailing-cards, etc., contain pictures which are among the best examples of commercial art. In many cases the illustrations are printed in rich colorings, and they are so interesting that the reader is led to study every word of the advertisement carefully. The commercial artist can sketch the most commonplace article in such a manner that it will look attractive and tempting in the illustration.

There is no limit to the scope of the commercial artist who possesses a lively imagination. He can picture a single object in a thousand different forms. For example, in one illustration he can show an automobile with beautiful mountain scenery in the background. In another illustration of the same automobile he may show a background of woodlands or of open country. In still another picture the motor-car is seen standing by the seashore. Many other parts of the world where it is possible for an automobile to travel can be suggested in the illustrations. In this fashion the pictures do more than merely

demonstrate the touring-car — they tell of the places one may visit in an automobile.

These facts are mentioned to give a glimpse at the splendid field which is before the commercial artist. It is a pasture which is open to any progressive printer having a commercial art department in connection with his establishment. With the help of the artist, the printer with ideas can create orders for the best grades of printed matter. At the same time the printer creates business for men and women in many other lines. Illustrations, type, ink and paper can be made to build up new industries. The leading business developers of the world today are the service printers.

To take advantage of the commercial art service plan it is not even essential that the printer employ an artist on salary. It is possible for the printer to make arrangements with a good "free-lance" artist to care for this branch of business on speculation. As the venture proves successful, and when enough work comes to keep the artist constantly busy, he may be engaged on a salary basis. A small, neat art department can be fitted up in the business office. Customers would soon become acquainted with the new venture. The art department should be advertised effectively, of course.

Several printers who have medium-sized shops are following this plan, and the returns have been gratifying. Some of the work consists of regular orders, some is done on speculation. When the printer hits upon a good selling idea for a booklet, catalogue or other advertising matter of this kind, he asks the artist to design attractive illustrations for the proposed subject. A dummy is prepared, also original copy matter; layouts are arranged to show how the artwork would appear in the completed form. The dummy, sketches, copy, etc., are then submitted to the prospective customer for consideration.

In many instances the designs and pictures count for most in landing the order. Certainly the neat dummy, the interesting copy, the paper, etc., all play important parts, but the illustrations usually have the leading role. The art subjects are pleasing to the eye of the prospective buyer. The colors are particularly tempting. The intelligent business man is not slow in realizing that if pictures are delightful to his eye they will also be pleasing to the eyes of others; and the business man is usually flattered to know that the printer has gone to all this trouble and expense for the purpose of planning something for his benefit. Before "taking a chance" with the artwork, dummy, etc., however, the printer felt pretty sure of his man; he had selected a prospective who was known as a believer in first-class printing. The business man of this character knows by practical experience that attractive advertising literature is always a safe investment.

Norman T. A. Munder, the well-known printer of Baltimore, Maryland, personally informed the writer that expensive dummies and fine commercial art subjects were often the direct means of winning thousands of dollars' worth of new business for his house. Mr. Munder cited one specific case which is explained in detail for the benefit of the reader. A new hotel was about to be opened for the public. Working under instructions from their employer, the Munder artists designed a number of interior views of the hostelry. The illustrations were so excellent that the costly furnishings and the splendid architecture were pictured with pleasing effects. The artists then prepared original designs for artistic borders and initial letters, title-page and cover. The dummy for a fine brochure was modeled. The layouts were so arranged that one could get a good suggestion as to how the finished product would appear. There was grace and refinement about everything in connection with the work. Mr. Munder's idea was to make the booklet so handsome and useful that recipients would treasure it as a gift instead of considering it as merely a piece of advertising. No expense had been spared to accomplish the desired results.

Previous to having the artwork and dummy prepared, Mr. Munder interviewed the manager of the new hotel concerning the proposed brochure. The manager said that he had no objections to Mr. Munder submitting his plans, but with the understanding that there was to be no obligation to buy. The proposition would not have seemed encouraging to many printers, but Mr. Munder felt quite sure in proceeding with his project. Finally, when the dummy and art subjects were given to the manager he considered them so appropriate that he placed an order for several hundred thousand copies.

One of the larger printing firms of Philadelphia has an artist-salesman on its staff. This salesman has been gaining volumes of new orders, mainly through the assistance of his original commercial art designs. He strides after the big buyers of fine printing, and actually creates business during all seasons of the year. When he goes to the manufacturer or dealer for the purpose of selling something original he submits neat dummies and excellent commercial art designs to back up his argument.

In addition to employing the artist-salesman mentioned, this firm has business connections with several commercial artists who make a specialty of doing artwork for printers' service departments. These artists produce considerable work for the company on a commission basis. Not a few of the designs and illustrations are made for the contemplation of possible customers. If the printers succeed in gaining the orders, the artists, of course, are paid for their product. There are not many failures. The printers know the class of trade which appreciates service and printing of the highest quality.

There are a number of concerns which print nothing but labels, poster stamps, stickers, etc., in colors. Many orders for the labels and other specialties run into millions. It is a nation-wide business. The field for gummed labels, printed in colored designs, is extensive. There is also a vast field for pictorial poster stamps. It is the commercial artists employed by these specialty concerns who create a great deal of the new business. While modern selling methods are essential, the salesmen could not accomplish the same results if they did not have attractive designs and illustrations to offer prospective buyers. Practically all of the heavy orders are secured with the aid of original art subjects.

Within the last few years several master printers who have plate-printing and die-stamping departments in connection with their regular plants have been specializing in greeting-cards. This is a branch of the engraving industry which has been growing rapidly, and a few of the larger printing concerns have been making speedy headway with the greeting-card specialties. One plant in particular has been working day and night for a long period, turning out thousands of the cards in a wonderful assortment of designs and colorings.

The principal motive power that drives the greeting-card industry is the work of the commercial artist. Without pretty pictures, artistic hand-lettering, original sketches and rich color effects, the greeting-cards would not amount to much. We refer to the expensive cards, stamped from steel dies, which are to be found in the leading stationery stores, art shops, etc. There is a growing demand for these goods, and the expensive lines are selling more readily than the cheaper grades. The more pleasing the designs and color schemes, the more numerous the sales.

The steel-die stamper and the lithographer are working in close relationship with the commercial artist. He is a necessity in their businesses. Typographic printers in general should work in closer touch with the commercial artists. It is a union which would be of mutual advantage to every good printer and every clever commercial artist. Each can offer suggestions which would be of help to the other. Important new business can be developed in every direction. Orders can be created during quiet seasons of the year when they are most needed.

It is not advisable for the printer to rush headlong into the commercial art venture. It is a proposition which should be cultivated gradually. As a start, the printer should occasionally produce attractive pieces of printed matter for his own publicity, showing choice examples of commercial art. In all of this advertising literature the printer should keep announcing that he now has a commercial art department in his establishment for the convenience of patrons. It will not be necessary to have the artist constantly in the office at first. It would be an easy matter to keep in touch with the artist at his home location.

When trying out a plan for creative business, something should be devised which could be sold to any of a number of manufacturers or dealers; for instance, an illustrated house-magazine suitable for the business of a merchant tailor. If the first tailor to whom the dummy is submitted could not be interested, there are many other tailors to call upon. It would not be difficult to sell a progressive merchant tailor service printing of this character. With a few striking drawings of well-groomed men and women, and with some matter about the advantages of custom tailoring, the printer would have material which could be sold to several tailors.

Printed matter is always more interesting when it features illustrations in colors. Successful advertisers have learned this truth, and for that reason they are increasing their orders for illustrated printing. Printers who are in union with skillful commercial artists are gaining this business. There is plenty of room for other printers to promote the commercial art project. They can create new business for themselves as well as for others.

### THE LITTLE HOME PAPER.

BY CHARLES HANSON TOWNE IN *The American Magazine*

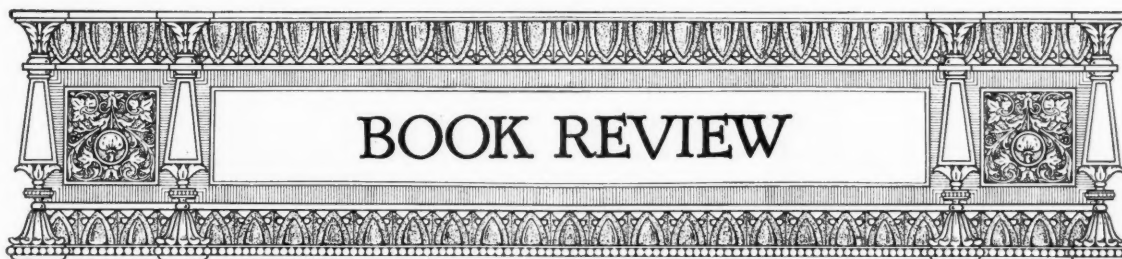
The little home paper comes to me,  
As badly printed as it can be;  
It's ungrammatical, cheap, absurd —  
Yet how I love each intimate word!  
For here am I in the teeming town,  
Where the sad, mad people rush up and down,  
And it's good to get back to the old lost place,  
And gossip and smile for a little space.

The weather is hot; the corn crop's good;  
They've had a picnic in Sheldon's Wood.  
And Aunt Maria was sick last week;  
Like Morrison's got a swollen cheek,  
And the Squire was hurt in a runaway —  
More shocked than bruised, I'm glad to say.  
Bert Wills — I used to play ball with him —  
Is working a farm with his uncle Jim.

The Red Cross ladies gave a tea,  
And raised quite a bit. Old Sol MacPhee  
Has sold his house on Lincoln road —  
He couldn't carry so big a load.  
The Methodist minister's had a call  
From a wealthy parish near St. Paul.  
And old Herb Sweet is married at last —  
He was forty-two. How the years rush past!

But here's an item that makes me see  
What a puzzling riddle life can be.  
"Ed Stokes," it reads, "was killed in France  
When the Allies made their last advance."  
Ed Stokes! That boy with the laughing eyes  
As blue as the early-summer skies!  
He wouldn't have killed a fly — and yet,  
Without a murmur, without a regret,

He left the peace of our little place,  
And went away with a light in his face;  
For out in the world was a job to do,  
And he wouldn't come home until it was thru!  
Four thousand miles from our tiny town  
And its hardware store, this boy went down.  
Such a quiet lad, such a simple chap —  
But he's put East Dunkirk on the map!



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

### A New Book on Composing-Room Costs.

The latest contribution to the study of composing-room costs is a volume of 208 large octavo pages from the pen of Dorr Kimball, Berkeley, California, who, under the title of "Composing Room Management: A Survey of Present Conditions and Discussions in Detail of Possible Improvements," gives an interesting study of the application of scientific management to composing-room problems.

In the introduction Mr. Kimball makes clear that it is not so much the hour-cost that indicates efficiency as the relation of that cost to the amount of production. He shows by easily understood figures just how a low hour-cost may camouflage a real loss and deceive the management.

Taking a single plant of moderate size for demonstration, the author carries the reader and student step by step through a survey of the composing-room and a plotting of its present condition, calling attention to what he considers the weak points of the ordinary system of cost-finding. He then describes the variation of costs that would be here if each operation were carefully considered by itself and a specific unit of production applied. Using a budget system he determines the present cost of each of these operations and shows the fallacy of a uniform hour-cost for the whole department.

There is much valuable information in his next step of ascertaining the value of a standardized type equipment, based upon the actual needs of the business, and maintained at a point just equal to the demand rather than the reckless buying of fonts because they appeal to the eye or seem called for.

In Chapter III he shows the advantages of the Monotype system of non-distribution and the saving it can make in composing-room costs.

Chapter IV explains the functional management system of A. Hamilton Church, and upon this Mr. Kimball bases his further suggestions for the improvement of this composing-room. By a series of carefully figured budgets he shows the effect of each improvement upon the cost of production, and renders them most strikingly by a series of graphs that even the man who is dull at figures can understand.

The functional system divides the management into design, control, comparison and operation, which five classes contain all the functions of management, each, no matter how small, finding its place in one of these divisions.

The book is written in a rather technical style and will appeal more to the advanced students of cost-finding by its exactness and intensive study of detail.

One of the features that appeals to us is that of separating design from production. Mr. Kimball goes somewhat further in the details of layout than any other writer on this subject with whom we have come in contact. He not only gives the compositor a layout sketch, but also enters in detail the material to be used down to the number and size of the leads and slugs. To one accustomed to manufacturing detail this is not so strange, but it would prove a surprise to the ordinary printer.

A study of this book can not fail to give the earnest student of cost-finding some valuable ideas because it takes the subject up in a different way from that to which printers are accustomed.

"Composing-Room Management," published by Dorr Kimball, Berkeley, California. Price, \$10.

### "From Copyholder to Proofreader."

The road from copyholder to proofreader is known only to those who have traveled it. Having made the journey, and knowing the laborious path, with the difficulties that must be encountered, it was with a keen sense of appreciation that the writer reread the entire series of twelve articles on the above subject, which appeared in *THE INLAND PRINTER*. In these articles the author, Mrs. H. B. Cooper, has presented not only some interesting reading for the copyholder, but also some good, sound advice and practical suggestions for the attainment of proficiency. The articles have been written from an entirely different standpoint than other works for the proofreader — they have been prepared especially for the copyholder, and it may be said that for the first time the copyholder has been offered practical advice and assistance in printed form. General rules regarding grammar, punctuation, style, etc., have not been given. Those are left for the copyholder to gather from other sources, some of which are recommended. The articles might better be called a series of straight "heart-to-heart talks" with copyholders on how best to avoid the pitfalls and surmount the obstacles that confront them.

After briefly emphasizing the importance of the work of the proofreader — to whom literary folk turn in order to have typographic standards maintained in their work, and the printer for the purpose of having his work kept up to a proper standard of literary excellence — the author takes up the trail of the elusive comma, and, out of the fulness of her own experience, gives some pointed suggestions for learning its proper use, then goes on through many of the things in which the copyholder must needs become proficient.

The position of proofreader requires familiarity with a multitude of things, as well as considerable work of a routine nature. Necessarily, a large proportion of the many details must be relegated to the subconsciousness in order that the conscious mind may be alert, ready to detect errors before the work goes to press. The author has dwelt at some length, and in an interesting manner, on this phase of the work. How to catch misspellings, correct division of words, capitalization, and the numerous other points that must be watched constantly, are presented in a way that makes them an interesting study.

In answer to a number of requests, the author intends publishing the articles in book form, at a probable price of about \$1, and will be glad to keep in touch with those who have been benefited by her articles. Readers of this brief review who desire copies of the book will facilitate arrangements for its publication by ordering in advance direct from the author, Mrs. H. B. Cooper, 5626 Stewart street, Philadelphia, Pennsylvania.



## JUST A HUMDRUM WORKINGMAN.

BY EDGAR WHITE.



HE less you say about me the better, but if you want to give these other fellows a boost I'll help you—they're worth it. As for myself, I'm merely a humdrum workingman, with nothing extraordinary to hang a story on."

The observation was made by H. J. Blanton, editor of the Monroe County (Mo.) *Appeal*, to a newspaper friend who had hunted him up to learn something about the method of the *Appeal* in winning such excellent results in war work and other tasks for the welfare of the people. Mr. Blanton is the fortunate owner of a beautiful loving-cup, given him by the Missouri Press Association for having done the most constructive editorial work for good citizenship and public service during the year 1917.

Let's see what this "humdrum workingman" has been doing to merit such a signal honor at the hands of his fellow craftsmen in Missouri:

Planned a "Cooky Day" for the Monroe County soldiers in the camps. Called for 180 boxes of cookies for last Thanksgiving; got 800 boxes and hired a storeroom in which to receive and arrange them for shipment. Was loyally supported by the women and girls in every part of Monroe County. Colored women and girls aided.

Attended a Y. M. C. A. meeting at Hannibal as sole voluntary representative from Monroe County in order to learn what it was all about; decided it was good, and arose in meeting, pledging his county for \$7,000 in seven days; went back home, called the business men together, organized a whirlwind campaign and telegraphed the Y. M. C. A. \$15,000, and told them if they needed any more to let Monroe County know.

Was the leader of the Red Cross Christmas Candle drive last winter and increased the membership from 1,100 to 3,000 in a week.

Found the Government did not furnish pillows to the soldiers; raised a fund to send every Monroe County boy a good, serviceable pillow, with his name on it. Soldiers in one camp tried out the pillows the first night in a free-for-all pillow fight, and the pillows didn't lose a feather.

Made initial payments on a lot of bibles, silk flags and comfort kits for soldiers, and induced people to contribute enough to make the same donation to every soldier from the county.

During the fuel famine last winter induced landowners near town to furnish coal and wood free to the poor who would haul the supplies, and by this move developed the fact that a rich bed of coal existed near town.

Organized a social brotherhood in the Baptist church, and the first act of the brotherhood was to raise several hundred dollars for a specialist to operate upon a little crippled girl of the town. The operation was successful and the little girl is now walking like others.

Led a campaign for a new high-school building in Paris.

Organized and encouraged a class in journalism in the high school, and devoted generous space in the *Appeal* for meritorious work of students.

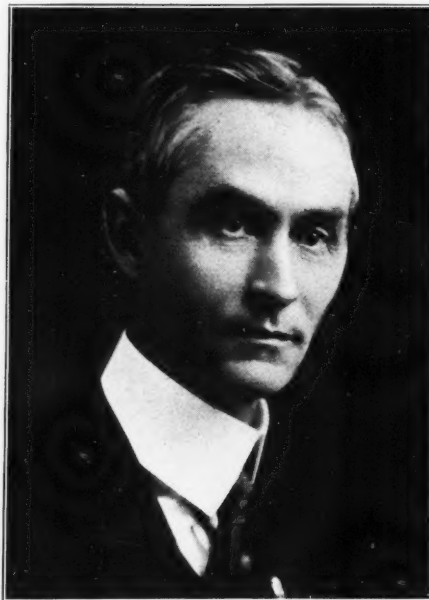
Induced the Missouri Writers' Guild to have an annual summer outing this year at Florida, Mark Twain's birthplace, in Monroe County, promising to act as host and furnish free transportation for all visitors from Paris to Florida, and to stake out all the good fishing and swimming holes on Salt River, which circles around the historic old village.

When the steadily advancing rates on print-paper made things look rocky for country publishers, Mr. Blanton, acting for the Missouri Press Association, got in touch with mills and supply houses and made arrangements with them by which Missouri publishers saved from three to five cents per pound

on their paper, according to the amount taken, and enabled them to weather a very trying period.

Established in his office a correspondence bureau to keep in touch with the soldiers from Monroe County. Through this bureau several Monroe County parents have learned where their sons have been transferred, after they were unable to locate them by their own efforts.

When the grasshoppers invaded Missouri in the summer, hunted up an expert and had a model made of an invention

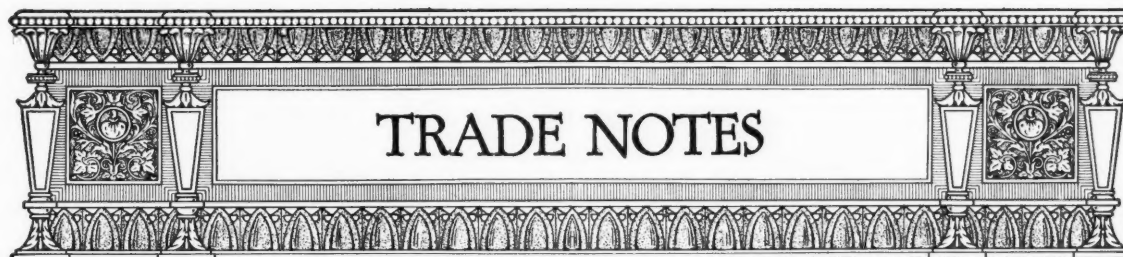


H. J. Blanton, Editor "Monroe County Appeal."

that would exterminate the hoppers; this model was placed in the court-house yard and its operation explained to farmers.

Gave his son, Cadet Edgar Blanton, now in the aviation service, to his country.

Paris is a pretty town of about two thousand. It is the capital of one of Missouri's richest counties. It is remarkable for its many beautiful homes and handsome public buildings. B. F. Blanton, father of H. J., started the *Monroe County Appeal* in Paris forty-five years ago. It was hard sledding in the early days. Sometimes it took considerable hustling to get the ready-prints out of the express office, for they came C. O. D. They don't send things to the *Appeal* that way now. The paper is an all-home print, and it has a splendid circulation. The Blantons are now financially on Easy Street. The father drops into the office occasionally to see how things are running, but the management is in "Jack's" hands, and he is inspired by the same philosophy of life that enabled his father to make the *Appeal* one of the most popular and successful papers in the State. On the editorial page is a column or so of large type under the heading "Hints by the Horse Editor." These go after frauds, abuses and shams without gloves, and are widely copied by Missouri newspapers. Because of their peculiar punch Jack Blanton has time and again received offers by city newspapers to take an editorial desk at a good salary. But he declines politely, yet firmly. In the pretty town where he lives with people whom he has known all his life, he is his own boss. And he would never be contented away from those good friends with whom he has worked so long. Being close to the heart of the people he can watch their development and aid them in making their lives richer and better. As Blanton looks at it, this is the big mission of the country journalist.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

#### New Barnhart Manager for St. Louis.

THE INLAND PRINTER has received an announcement of the fact that R. C. Kern, who has been connected with the Kansas City house of Barnhart Brothers & Spindler for the past five years, succeeded Harry T. Mathews as manager of the St. Louis house on October 1. Mr. Mathews resigned to take up war work with the Y. M. C. A. in France, and carries with him the appreciation for efficient service rendered company and customers alike.

#### A Clearing-House for Teachers of Printing.

The International Association of Teachers of Printing has established a cooperative bureau for placing printing instructors in teaching positions. The association has its home at 444 West Fifty-seventh street, New York city, and is preparing to list all applicants for teaching positions and to receive requests from school boards and superintendents where vacancies exist. The association will charge no fee and will make no direct recommendations of applicants or positions. It will rather afford a clearing-house for bringing together the school system which is in need of a teacher and the teacher who is in need of a position.

Joseph A. Donnelly, president of the association, will be glad to answer all inquiries both concerning the work of the association and of its cooperative teachers' agency.

#### Ordnance Civilians' Association Publishes Magazine.

*Intowin* is the name of a monthly magazine, the first issue of which has just made its appearance, published by the Ordnance Civilians' Association, United States Army, Washington, District of Columbia. The object of the magazine is to provide a means of communication between the civilian workers in the ordnance department, of whom there are in the neighborhood of eight thousand, and thereby increase the morale of the organization.

The leading article in the initial issue is a message from Maj. Gen. C. C. Williams, Chief of Ordnance, United States Army — accompanied by a full-page reproduction of his photograph — which explains the purpose of the magazine, gives his unqualified approval of it, and urges the closest cooperation of all the civilian employees.

On the front cover appears a two-color engraving depicting the civilian worker at

his desk with his stenographer, while in the background are represented a munition plant in full blast and a glimpse of our boys in action "over there." The magazine contains a number of valuable suggestions to the civilian workers, as well as several articles of a lighter vein.

#### Extension of Closing Date of Bond-Paper Printing Contest.

The closing date of the \$1,000 prize contest for the best half-tone printing on bond-paper, conducted by the Crocker-McElwain Company, Holyoke, Massachusetts, has been extended to December 31. This extension was made necessary on account of the number of printers who were unable to get their entries in on the date first set. The interest this contest has aroused, and the number of entries received to date, we understand, has proved decidedly gratifying. The company would have preferred to close on the date first agreed upon, but at the same time desired that every printer have full opportunity to take part in the competition. Those who are learning only now of this contest, and who would like to take part in it, should write the company for entry blanks and information on the conditions which govern participation.

#### Company Organized to Establish Hebrew Printing-Plant in Jerusalem.

Leon Zolotkoff, director of the Chicago Zionist Bureau, advises THE INLAND PRINTER that capital stock in the amount of \$200,000 has been subscribed for the establishment in Palestine of the Jerusalem Printing Works Association, a modernly equipped printing and publishing house.

The aims of the organization as outlined in a prospectus sent the editor are three-fold. The first and foremost object will be "to publish and supply religious and secular Hebrew books." In addition it is planned "to produce a superior quality of printing work for the Government and public institutions, to publish Hebrew text-books for the schools, and to do printing for commercial houses." The third aim is "to form a center for the printed word around which shall group themselves those who have a message for their people or for humanity and are in need of the printing art to convey their message to the world."

It is planned to equip the plant with \$100,000 of the amount subscribed, while the remaining \$100,000 will be used as working capital.

#### W. J. Hartman Sells "Ben Franklin Monthly."

With the September issue, the *Ben Franklin Monthly*, a journal devoted entirely to the interests of the employing printers, passed from the control of W. J. Hartman, the publisher since June, 1907, to the newly organized Ben Franklin Publishing Company, of which P. A. Howard is president and also managing editor. Prior to the time when Mr. Hartman took hold of the publication, it was a small paper called *Drop of Ink*. The *Ben Franklin Monthly* was for some time the official organ of the Ben Franklin Club of Chicago, and has been instrumental mainly in spreading cost propaganda.

#### John D. Babbage Is Miller Saw-Trimmer Company's New England Manager.

An announcement has been received of the appointment of John D. Babbage as New England manager for the Miller Saw-Trimmer Company. Mr. Babbage will take care of the interests of that company in Massachusetts, New Hampshire, Vermont, Maine and Rhode Island, and will maintain headquarters at 191 High street, Boston, Massachusetts. Mr. Babbage is a native of Kentucky, and a practical printer. He has a wide acquaintance among printers throughout the East and the South, which territory he covered for many years as sales representative, with headquarters in Buffalo, and more recently in Washington.

#### New York Printing-House Craftsmen Open Season.

The New York Club of Printing-House Craftsmen held its opening dinner of the season, Thursday evening, October 17, at the Hotel Navarre. Over one hundred members and guests were present. After the meal President Walling announced that twenty-two new members had been elected by the board of governors, and then introduced the speaker of the evening, Martin Green, war correspondent of the *Evening World*, who gave an interesting talk on what he saw on the battle-field, as well as some humorous anecdotes of our boys "over there."

Two ambulances donated by the club and its friends to the Motor Corps Division of the National League for Women's Service were at the hotel entrance. Capt. Louise Ruxton of the Brooklyn Corps delivered an address on the good work which is being done by these women, and good use to which the ambulances have already been put.

### The Advancement of Frank B. Berry.

The manager of the Typographic Department of the American Type Founders Company is one of the most popular men in the field of manufactures for printers. Frank B. Berry is his name, and his specialty is making and keeping friends. These friends will be



Frank B. Berry.

pleased to learn that Mr. Berry has been elected a vice-president of the American Type Founders Company, in recognition of his long and valuable services. This promotion will not affect the status of the Typographic Department, of which Mr. Berry will remain manager.

Franklin Belknap Berry was born in Akron, Ohio, March 23, 1853. He learned to print in Pittsfield, New Hampshire, in the plant of the *Suncook Valley Times*. In 1876 he started a weekly paper, the *Waltham (Mass.) Weekly Record*, which the Walthamites did not live up to; so he turned westward, pausing for a year or so in Greenfield, Massachusetts, improving the strictly hand-set typography of the *Franklin County Times*. Reaching his birthplace again in 1878, the *Akron Daily Beacon* won out in the competition for Mr. Berry's services, and it still flourishes — the oldest paper in Akron, established as a weekly in 1839.

In 1881, Mr. Berry became secretary of the Cleveland Type Foundry, which quite soon put forth a succession of novel type-faces (including one in Chinese and one in Japanese), most of them leaders in the efficient style then prevalent. *The Printing Art* recently reprinted a specimen of typographic art of the period of the Eighties, done by Mr. Berry, in which a frog on a bicycle soars serenely over the tops of a jungle of palm trees, while a row-boat plies in the cloudless ether of the upper right-hand corner. It was a period of rebound from old-fashioned "typey" types, and the spring was so high that the guilty parties, type-founders and printers, landed on the safe and sound plane of the better fashions of the last two decades. Those days of "slobs, curlicues and blurbs" were typography's

most joyous period, but the *reductio ad absurdum* was administered by F. B. Berry's "Mikado" series. It was the limit; then came De Vinne, Jenson Old Style and sanity.

The Cleveland Type Foundry was quite successful. Its principal proprietor made a fortune, and sold the typefoundry to the American Type Founders Company in 1892. Mr. Berry remained as manager in Cleveland until 1898, when he was promoted to the Cincinnati house. In 1901 he was again promoted taking the position of manager of the Typographic Department in the central plant in Jersey City. In 1909 Mr. Berry was elected a director of the company, and now, as said before, the American Type Founders Company expresses its appreciation by electing him its third vice-president.

### Harry H. Latham Passes Away.

Harry H. Latham, president of the Latham Machinery Company, and one of the best known figures in local and national printing circles, passed away at his home in Chicago on the evening of October 9, death being caused by an attack of influenza.

Mr. Latham was born in Sandwich, Illinois, September 19, 1859. After graduating from Northwestern University, he followed his profession of civil engineer for a few years, being one of the pioneers who helped in the extension of the railroads in the Far West.

Mr. Latham became interested in labor-saving appliances and machinery for the bookbinder and printer in 1886. In 1894 the Latham Machinery Company was organized, with Mr. Latham as president. As head of this company Mr. Latham spent the remainder of his life, always endeavoring to improve conditions for the bookbinders' trade through the manufacture of such time and labor-saving devices and machines as would give greater profit for their labors. He also gave much attention to the development of stitching-machines for fiber and corrugated box industries.

In his social life, Mr. Latham was a member of the Chicago Athletic Association, of which he was president during the year 1916, the Iroquois Club, of which he was president at the time of his death, the South Shore Country Club and the Edgewater Golf Club.

Mr. Latham leaves a wife, two sons, Harry O. and Paul H., and an adopted daughter.

### New York School for Printers' Apprentices Opens School Year.

Notwithstanding the number of young men who have entered military service, the New York School for Printers' Apprentices opened its doors September 30 with a good enrolment and with prospects for another successful year.

The program has been considerably enlarged and improved. The staff of instructors has also been greatly strengthened by the addition of F. W. Williams, a practical printer and advertising expert of many years' experience. Mr. Williams will be associated as instructor with A. L. Blue, the director of the school and one of its founders, and Frederick A. Blossom, Ph.D., a graduate of Johns Hopkins University, who will continue in charge of the English department.

The coming year will be the seventh in the history of this unique school, which was launched in 1912. It is managed jointly by Typographical Union No. 6 and a group of employing printers, and occupies quarters in the Hudson Guild settlement at 436 West Twenty-seventh street, New York city.

The course of study, which is open afternoons and evenings to registered apprentices, includes practical work in type composition, advertising and layouts, together with educational courses in grammar, spelling, punctuation and proofreading.

The value of the apprentices' school, which is conducted on a coöperative, nonprofit-making basis, is attested by the increase in the attendance from a mere handful of students in 1912 to nearly four hundred last year. It is planned to add other departments of the printing-trade to the curriculum, and make the school a model for the entire country, with a view to encouraging the establishment of similar institutions in other printing centers.

### The "Inland Printer" Receives More Australian Visitors.

Again THE INLAND PRINTER takes pleasure in recording a pleasant visit from some of our Australian neighbors, who are studying American printing machinery and methods. Our visitors this month were Messrs. Percy Marchant and Donald Taylor, of Sydney, New South Wales. Mr. Marchant is the



Donald Taylor.

Photo by Matzene Studio, Chicago

managing director of Marchant & Co., Limited, and The Farmers & Settlers Newspaper, Limited, and is also chairman of the board of directors of Highlight, Limited. He has been connected with the printing industry of New South Wales for the past twenty-five years, going to Australia from England, and his firm was the pioneer in offset printing in Australia.

Mr. Taylor is a director of the firm of Highlight, Limited. He was formerly associated with Marchant & Co. in the capacity of supervisor but retired from that company to devote his time to the work of Highlight,



Limited, which was organized about the first of this year to develop the photo-offset process.

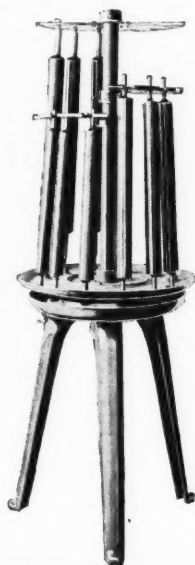
Both of these gentlemen, who are now on their way East, are here for the purpose of studying American machinery, processes and methods, especially in connection with photoengraving and photo-offset. Mr. Taylor would be glad to receive correspondence and literature giving complete information regarding photomechanical processes, with a view to representing American firms who desire to extend their business into Australia.

#### New Rack for Job-Press Rollers.

The R. A. Hart Manufacturing Company, Battle Creek, Michigan, manufacturer of several labor-saving specialties for the printer, including paper-joggers, counters and press-roller racks, has just announced a new rack for holding job-press rollers.

The new rack is a modification of the cylinder-press roller-rack, which has been manufactured by the company for some time. Like the larger rack, it is designed to save time in cleaning rollers and to keep rollers in proper condition, thereby permitting longer and better service from them.

The illustration on this page gives a very good idea of the rack. A special feature, not clearly shown, is that the upper plate which holds the rollers is made in two parts, permitting their use together as one piece or divided for adjustment to rollers of two different lengths. In addition, a quarter plate is furnished which holds three rollers,



**Job-Press Roller-Rack Manufactured by R. A. Hart Manufacturing Company, Battle Creek, Michigan.**

making it possible to hold rollers for three presses of different size in the rack. The openings in these plates are fitted with flexible springs for holding the rollers in place, enabling the pressman to put rollers in the rack or to remove them with but one hand. The base plate in which the rollers stand is only twenty-two inches in diameter, yet it will accommodate twelve rollers in that

small space. This base plate is made in the form of a saucer to catch the liquid with which the rollers are washed. As this liquid, generally an oil, drains off the rollers it falls into this base plate, and from it drains into the reservoir below, where it is retained. The base plate is, therefore, always clean, while from the reservoir, through a pet-

Arrangements are being made with other capable instructors for material covering the following subjects: Courses of Study, Instruction Papers, Lesson Sheets, Printing Exercises, Class Talks, Use of the Stereopticon and Projectoscope in the School Print-Shop, Linoleum Block Printing, The School Magazine, How Printing Can Be Correlated



**Orchestra Composed of Employees in Pressroom of the Wynkoop Hallenbeck Crawford Company.**

cock, the oil may be drawn for use again. An additional feature concerning this base plate which holds the rollers is that it rests upon ball bearings, permitting the pressman to swing it to the most convenient position for insertion or removal of rollers. The base plate is thirty-two inches from the floor, a height determined by tests made to find the most convenient position for easy handling of the rollers.

Descriptive literature concerning this roller-rack, as well as other specialties made by this firm, may be secured by writing the company at the address given above.

#### Printing Teachers' Co-operative Bureau.

The coöperative bureau of the International Association of Teachers of Printing is planning a series of articles dealing with methods of teaching printing. These will be issued in ten installments and will be mailed to registered members during the school year.

The first bulletin, published in September, contained the details of one of the courses of study submitted to the convention held at Newark, New Jersey, last March. At this convention there was presented a new method of teaching typesetting which marks a decided advance in the methods of instruction now followed in the average school print-shop. The system originated with Harry W. Osgood, Jersey City, New Jersey.

This new course created much favorable comment at the convention, and it is now being tested by several printing instructors in New York schools. The work turned out by Mr. Osgood's pupils has attracted a great deal of attention, and he is considered one of the most successful men in this work in the State of New Jersey. Previous to his employment by the Jersey Board of Education, Mr. Osgood was for several years connected with the specimen printing department of the American Type Founders Company.

with Academic Subjects, Organization of the Printing Class for Shop Work, Examination Questions, Minimum Requirements for Graduates, etc.

Joseph A. Donnelly, 444 West Fifty-seventh street, is conducting the Printing Teachers' Coöperative Bureau, and will be glad to answer all inquiries concerning this branch of the work.

#### Service Flag Raising in Big New York City Plant.

The extent to which the Government's man-power requirements have made inroads into the personnel of the printing industry may be gaged by the fact that from one department of the pressroom of the Wynkoop Hallenbeck Crawford Company, New York city, seventeen men have gone into different branches of Uncle Sam's service. In consequence, this department held a service flag raising on September 14, which proved to be an especially enjoyable occasion. An interesting feature in connection with the program given at that time was the music rendered by an orchestra composed entirely of members of the pressroom force. The accompanying illustration is from a photograph taken at that time.

#### Paul H. Latham Now President of Latham Machinery Company.

At a special meeting of the stockholders of the Latham Machinery Company, Chicago, Paul H. Latham, son of the deceased Harry H. Latham, was elected president and will assume full control of the company's affairs. Mr. Latham has been connected with his father in the business for ten years, and is thoroughly familiar with the manufacture of this line of machinery, as well as with the trade. The business will continue as in the past, without any other change in the personnel of the company.

### Stuebing Truck Company Increases Factory Space.

The business of the Stuebing Truck Company, Cincinnati, Ohio, manufacturers of the Stuebing lift truck, has increased to such an extent that a new factory building, 115 feet wide by 600 feet long, has been erected in Winton Place, a suburb of Cincinnati. The Stuebing company makes a lift truck that is in use by a number of the larger printing-houses, paper dealers and general manufacturers.

### Empire Type Foundry, of Delevan, New York, Increases Facilities.

The Empire Type Foundry, Delevan and Buffalo, New York, in addition to casting metal type and other printers' supplies, is putting in new machinery for the manufacture of wood type, wood rule, etc. The new equipment, we are informed, is the most modern that the skill of the present generation has produced. The company's plant is located in the heart of the rock-maple belt of western New York, and that wood is largely used in the manufacture of high-grade wood type and engraver's end-wood.

### "Jester Is Going to France."

The headline quoted above is from a small circular issued by C. Monroe Jester, representative of The Western Type Foundry, 117 West Harrison street, Chicago, in the States of Indiana and Kentucky, to announce the fact that he has enlisted with the Y. M. C. A. for secretarial duty, and that he will soon be in France. The circular is happily written and though we have never met Jester we know him to be a warm-hearted, friendly sort of a fellow who will be just as glad to see his friends "over there" as here, even though they will have no orders for supplies to hand him.

### Gene Turner Making Headquarters in Chicago.

Our genial friend, Gene Turner, of Cleveland, Ohio, who called at the office of THE INLAND PRINTER recently, advises us that he is making Chicago his headquarters for the next few months. Any of his friends who desire to get in touch with him will find him at the New Wellington.

### Perfected Wrapping-Papers for the Baker's Product.

Time was when bread was wrapped in newspapers or any other kind of paper that had already served its original use, and which could be bought from children at a cent a pound and less. Modern ideas of cleanliness as an aid to sanitation and health, combined with a proved preference on the part of the public for goods in original trade-marked packages, have caused the baker to see the advantage in sending out his product in a clean, printed wrapper of paper suited for the purpose.

Not long ago the Association of Master Bakers spent \$3,500 for the purpose of determining the kind of paper best suited for bread-wrapping. The problem was not only to insure against contamination, but to obviate the possibilities of foreign odors being taken up by the bread, to insure the

retention of moisture to keep the product in a fresh condition, and, withal, to supply sufficient ventilation to prevent mold. Such a paper, we learn from *The Paper Mill*, has been developed and patented by The Waterproof Paper and Board Company, Cincinnati, Ohio, which firm furnishes the wrapping-paper to the baker printed with an original, often trade-marked, design. For the printing of these wrappers this company operates six Meisel rotary presses, with their complement of slitters, which are designed especially for the production of that specialty, in large quantities.

In Chicago, The Central Waxed Paper Company operates two of the Meisel presses in the production of waxed bread-wrapping paper, and there are other printers, no doubt, who are engaged in this specialty line, which is increasing in volume by leaps and bounds.

### Harold E. Bothwell Honored by The De Vinne Press Chapel.

THE INLAND PRINTER has received a copy of the resolutions adopted at a special meeting of the chapel of The De Vinne Press, New York city, October 15, when it was learned that Harold E. Bothwell, a fellow member and a nephew of the manager of the company, James W. Bothwell, had passed away. The resolutions honor the deceased for his sterling qualities and ability. In a letter accompanying the resolutions, the secretary of the chapel, John W. English, refers to the close cooperation extended the foreman, Camille De Vese, and the workmen by Mr. Bothwell in winning the prizes awarded The De Vinne Press in the notable contest conducted by the Mergenthaler Linotype Company in 1914.

### News of the Denver Field.

The master printers of Salt Lake City have just settled a controversy with the pressmen as to their scale of wages. An agreement to extend over the period of one year has been made, whereby journeymen on cylinder presses are to receive \$30.50 per week, while platen pressmen are to be paid \$27. Foremen of rooms having fewer than five platens will be paid \$29; in rooms of more than five platens, \$30.50. Cylinder pressroom foremen will be paid \$35, while foremen over one pony cylinder and three platens are to receive \$30.50 per week. The apprentice scale on platen presses is \$18 for the first two years — over two years' experience, \$20. On cylinder presses the apprentice up to two years' experience is to receive \$20, beyond that time, \$22.

Labor troubles galore have been the lot of the Denver printing-trade since the beginning of October. The five labor unions signed up last year for what was thought to be three-year contracts. It seems, however, that the contracts with the bindery women were not changed to read from one year to three years, as was the case with the other contracts. Last August the women requested that their scale be increased from \$13.50 for journeymen, and from \$15 to \$18 for forewomen. It was then discovered that the period of the contract had not been extended. Conferences were held and the employers pointed out to the women that they were receiving more than employers of any other

competing city were giving their bindery help. The women, however, stood out for the increase, and on September 30 the employers made a counter proposition of \$1 a week as a bonus during the war, the contract to be renewed for two years so as to expire with the four other contracts. To the surprise of the employers, the women, at their meeting, voted to reject the proposition and decided, as they wrote to the employers, to "quit in concert." The next day the employers gave them the extra 50 cents which was requested, and a new contract was executed after another conference. Business in Denver has not been good enough to warrant any increases being considered. There is an overequipment of at least forty per cent at present, owing to the decrease of work on account of the war. It has been suggested that an amalgamation of some of the plants should be brought about, but it is difficult to arrive at any arrangement which will be considered by printers as equitable so far as they are concerned. The salvation of some of the concerns, however, can only be brought about by a combination to reduce the heavy overhead which is now being felt all along the line.

News has been received in Denver that Major Erle Kistler, son of W. H. Kistler, of the Kistler Printing & Stationery Company, has been promoted to the rank of lieutenant-colonel for conspicuous service and gallantry with his regiment at Chateau Thierry. This news was received with great satisfaction by the many friends of the Kistler family, as well as by the members of the printing fraternity generally.

In the death of Ernst A. Peters, president of the Peters Paper Company, Denver, which occurred October 3, the West has lost one of its most prominent and respected paper jobbers. It was in 1874 that the deceased, with an uncle, founded the business, which has prospered from the start. At the time of his death, Mr. Peters was regarded as a millionaire, having inherited the larger portion of his uncle's estate. He was born in Germany in 1852, having come to this country as a boy.

### International Art Service Now Advertising Artists, Inc.

Announcement has been received to the effect that the International Art Service, 33 West Forty-second street, New York, has been completely reorganized and will hereafter do business under the name of Advertising Artists, Incorporated, at the same address. Arthur F. Wiener has sold his interest in the company and has completely severed his connection with it. The business will hereafter be conducted by the American members of the firm, the officers being LeRoy Latham, president; W. G. Sesser, vice-president; Harry A. Weissberger, secretary and treasurer. Mr. Weissberger will also be general manager.

Albert E. Davis and Alfred J. Silberstein have been elected directors of the company in addition to the above-named officers. Leroy Fairman retains his connection with the firm.

Mr. Latham is also president of the Latham Litho & Printing Company, of New York and Brooklyn.

# THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

## THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

VOL. 62.

NOVEMBER, 1918.

No. 2

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing-trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; Chicago Trade Press Association; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Advertising Association of Chicago.

### SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars and fifty cents; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

### ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

### FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Brems buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 37 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

## WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for \$1.00. Under all other headings price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER Free to classified advertisers. Remit 30 cents additional if copy is desired.

### BOOKS.

"SEVEN LEGS ACROSS THE SEAS" makes a valuable addition to any library" is the *Brooklyn Eagle's* opinion of Samuel Murray's noted travel book; treats of people and conditions on five continents—Europe, South America, Africa, Australia and Asia—with same ease of speech as you would relate similar incidents; 73,689-mile journey, 434 pages, 25 pictures, 3-page map; \$2.50 in stores, but \$2.00 (prepaid) to printers. Order from publishers, MOFFAT, YARD & CO., 116-120 West 32d st., New York.

### BUSINESS OPPORTUNITIES.

OFFICIAL NOTICE—In compliance with Section 30, Constitution and By-Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank books, stationery, advertising leaflets, Constitutions and By-Laws, receipts, blank applications, etc., as needed during the year 1919 are invited. Specifications and conditions will be furnished on application to W. A. FRASER, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. Building, Omaha, Neb., and will be submitted at the first meeting in 1919 of the Sovereign Executive Council. It being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited. W. A. FRASER, JOHN T. YATES, Supply Committee, Sovereign Camp, Woodmen of the World, Omaha, Neb., October 1, 1918.

YOUR OPPORTUNITY, \$150 PER MONTH—I have an up-to-date job-office in northern New York country town, with no opposition for 25 miles; 3 presses, cutter, stitcher, plenty of modern type and material; enough work for 2 men the year round; last year's business \$5,000; price is very low, and the only reason for selling: I am interested in much larger city shop; business is paying well, job-tickets prove it. Investigate at once or it may be too late. N 755.

JOB-OFFICE in Covington, Ky., completely equipped; large cylinder, 4 jobbers, Autopress, power cutter, No. 19 model linotype, wire-stitcher, perforator, Portland punching-machine, embosso machine, variable-speed motors, full type equipment; possibilities for Cincinnati and nearby business unlimited; a going concern; plenty orders on hand; best down-town corner, first floor; cheap rent; partners can't cooperate, must sell; \$1,000 cash, balance time. BOX 213, Cincinnati, Ohio.

FOR SALE—Plant equipped for job, newspaper and magazine work, including two intertypes, "B" and "C" models, one Campbell press, one Gordon press, one Colt's press, Dexter folder, cutter, two wire-stitchers; individual motors; building if desired; also good paying weekly paper; now printing five publications; established seven years; Brooklyn, N. Y.; \$37,000; investigate. N 754.

LET ME GO TO WAR—I am a young man and "raring to go" into the aviation service, but can not until I dispose of my weekly newspaper; good equipment, large field; \$4,000 business in past 11 months; \$3,500 cash takes building, lot and plant; if you have not the cash, don't answer. V. A. MOORE, Carbondale Item, Carbondale, Colo.

FOR SALE—Printing and stationery business in city of 25,000; Miehle and Kelly presses, two new series Gordons, one with a Miller feeder, 3-magazine intertype; steady business and paying good dividend; require about \$8,000 to handle; also fine home for sale; manager applying for Officers' Training School. N 744.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

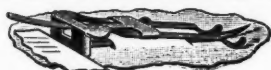
NEW PALTZ TIMES FOR SALE—Best-equipped and best-paying country office in county; changed hands but once in 56 years; linotype; college town of 2,000; owner in draft; price \$2,500. TIMES, New Paltz, N. Y.

FOR SALE—Controlling interest in job-office in Middle West; town of 10,000; money-maker and steady, growing business; am pricing this right, and good reasons for selling. N 745.

### ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; circular and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

### Megill's Patent SPRING TONGUE GAUGE PINS



**QUICK ON**

Send for booklet this and other styles.

### MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.80.

**E. L. MEGILL, Pat. and Mfr.**  
60 Duane Street  
NEW YORK

From us or your dealer. Free booklets.

### Megill's Patent DOUBLE-GRIP GAUGES



**WISE GRIP**

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.



## FOR SALE.

FOR SALE—Miehle presses: 26 by 34, 29 by 41, 33 by 46, 43 by 56 and 46 by 62; large stock of cylinder presses, all sizes and styles: 16 by 25 Potter, \$240; 25 by 35 and 11 by 25 Vandereocks, \$200 and \$100; cutters and creasers: 22 by 24 Universal, \$500; 22 by 30 and 26 by 38 Colt's C. & C.; 14 by 22 Gally, \$225; 29 by 42 Potter, \$900; stitchers: No. 6 Morrison, \$175; No. 1 Monitor, \$200; cutters: 35-inch Seybold, \$400; 34-inch C. & P., \$325; 38-inch Sheridan, \$275; 32-inch Garden City, \$200; 30-inch New Series Advance, \$180; 25-inch Advance, \$145; 22-inch Leader, \$60; Gordons: 10 by 15 N. S. C. & P., \$265; 10 by 15 C. & P., \$220; 10 by 15 Challenge, \$180; 11 by 17 Challenge, \$180; 12 by 18 Challenge, \$240; 12 by 18 Golding art jobber, used little, \$485; 13 by 19 Thomson, \$350; 14 by 22 Thomson, \$575; wood goods, special machinery and material. Tell us your requirements. We can sell your surplus machinery. WANNER MACHINERY CO., 714-716 S. Dearborn st., Chicago.

FOR SALE—One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour; machine in perfect condition, has never been used; possession at once. Also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web, for electrotypes plates. Also 36 by 48 inch one-color Kidder roll product rotary wrapping-paper press, one 36 by 48 inch Kidder two-color roll product rotary wrapping-paper press, printing two colors on one side of the web and one color on the other side, sheet delivery. Also one Kidder 12 by 26 inch perfecting press, with multiple feed and cut and slitting attachments, thoroughly overhauled, quick delivery. GIBBS-BROWER CO., 261 Broadway, New York city.

JOB-PRINTING EQUIPMENT FOR SALE—We have discontinued our printing department and have for sale a list of valuable equipment for jobwork; would be a good outfit to add to rural newspaper plant; itemized list sent on request. PORT HURON ENGINE & THRESHER CO., Port Huron, Mich.

FOR SALE—29 by 43 four-roller Optimus, \$700; 10 by 15 C. & P. Gordon, \$100; 13 by 19 Colt's, \$150; old Sanborn 34-inch power cutter, \$85; f. o. b. Grand Rapids, Mich.; terms cash; may be seen in daily operation in our plant. POWERS-TYSON PRINTING CO.

ON ACCOUNT of having purchased a small local plant, we have for sale 4 Kelton plate presses and 4 King hand stamping-presses; also have some fine greeting-card dies and plates for sale; will sell at a bargain. HARCOURT & CO., Louisville, Ky.

FOR SALE—One No. 3 Miehle, new, not a scratch on it; reason for selling, want to replace with another size; price \$3,400; also 10 by 15 C. & P. in good condition, with no broken parts, \$175. HARDIN PRINTING CO., Owensboro, Ky.

FOR SALE—Linotypes and equipment; two Model 5 linotypes; ten magazines (for Models 5, 8 or 19); ten fonts matrices, liners, etc. Send for descriptive list. NORMAN A. SMITH, 217 N. Harvey, Oklahoma City, Okla.

FOR SALE—One Monarch synchronized time system master clock, electrically wound; cost \$79; will sell for \$25. WELLS & CO., 2501 S. Dearborn st., Chicago.

FOR SALE—Two King sheet-feeders, one new and one used very little; price reasonable. For particulars, write NIELSEN MAILING MACHINE COMPANY, Fitchburg, Mass.

FOR SALE—Rutherford one-color collapsible-tube printing-machine; practically new, has been used but few months for light experimental work. Write quick to BOX N 751.

BOOKBINDERS' MACHINERY—Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 638 Federal st., Chicago.

FOR SALE—Fully equipped job-printing plant for sale. For particulars, address THE KORB LITHOGRAPHING CO., 2144 Reading road, Cincinnati, Ohio.

FOR SALE—American High-speed Standard automatic press, in first-class condition. DEMAY PRINTING CO., Jackson, Mich.

FOR SALE—Style D monotype keyboard, in perfect condition, \$400 f. o. b. shipping point. HERALD PRINTING CO., Sanford, Fla.

42-INCH ROTARY CUTTER for sale, with 12-roll stand; three speeds. Write SAMUEL JONES & CO., McClellan st., Newark, N. J.

## HELP WANTED.

## Bindery.

SALESMAN for trade bindery; must have practical knowledge of ruling and general bindery work. THE BURKHARDT CO., Inc., Detroit, Mich.

WANTED—Edition bookbinder. Address REPUBLICAN PUBLISHING CO., Hamilton, Ohio.

## Composing-Room.

MACHINIST-OPERATOR, news and job; 48 hours, \$27 to \$30; ideal working conditions; permanent. INDIANA UNIVERSITY PRINTING PLANT, Bloomington, Ind.

JOB-PRINTER WANTED—One who can set type and work on platen presses; union shop; salary \$28. COMMERCIAL PRINTING CO., Clearfield, Pa.

WANTED—Working foreman in composing-room employing 3 to 4 men; union shop; steady position; city of 35,000. N 723.

## Pressroom.

PRESSMEN—We want reliable and aggressive pressmen to sell the Prince Automatic Vibrator for four-inch perfect ink distribution on Gordon platen presses; easy seller, with large commission; act quick for territory. T. BESSING, 437 Merchants National Bank bldg., Los Angeles, Cal.

PRESSMAN—One familiar with Falcon and Delphos press; permanent position with good pay for right man; a good shop, located in a Mid-west city; give full particulars as to experience and references in first letter. N 740.

WANTED—Experienced pressmen, capable of making up ordinary forms; men with Kidder press experience preferred; steady employment, good wages. MCCOURT LABEL CABINET CO., Bradford, Pa.

## Salesmen.

PRINTING SALES MANAGER—A man who is capable of organizing a sales department of a six-cylinder printing-house; must be up on modern advertising, sales literature, and able to talk, plan and sell it; also able to handle salesmen. H. A. BLODGETT, Brown, Blodgett & Sperry Co., St. Paul, Minn.

SALES MANAGER—Exceptional opportunity for advertising man who can sell to big enterprises and direct the efforts of others; good salary and interest in fully established business to the man who can make good; central New York; state qualifications in full. N 743.

WANTED—Experienced salesman for high-grade catalogue and booklet printing; experience in Michigan, Indiana and Ohio territory desirable; an excellent opportunity for a good man. Write, stating experience you have had. N 742.

## INSTRUCTION.

LINOTYPE INSTRUCTION—17 Mergenthalers; evenings, \$5 weekly; day course (special), 9 hours daily, 7 weeks, \$80; three months' course, \$150; 10 years of constant improvement; every possible advantage; no dummy keyboards, all actual linotype practice; keyboards free; call or write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133-137 East 16th st., New York city.

## SITUATIONS WANTED.

## Bindery.

WANTED—Position as bindery foreman; knows the business and can handle help; can give references. N 741.

WANTED—Position as bindery foreman; expert estimator, loose leaf, blank book, ruling, edition. N 692.

BINDERY FOREMAN wants connection in the South; want charge small blank-book shop; permanent. N 718.

## Composing-Room.

LINOTYPE MACHINIST—Unlimited ability, handle anything in linotypes; competent to assume full responsibility mechanical end; 20 years' experience; Western location desired; at present in charge of 18-machine plant; permanent situation only considered; strictly temperate; union; married. N 748.

WANTED—Operator-machinist for Model 2 double-decker Mergenthaler linotype; machine in good condition; man must have ability for setting difficult catalogue pages and tabular matter; position in up-to-date plant in southern Indiana. Address, stating salary, Graessle-Mercer Co., Seymour, Ind.

FIRST-CLASS COMPOSITOR, familiar with all classes of work, including make-up, stonework, Model 5 linotype and proofreading; desires position in large Southern city with mild climate; executive experience; no bad habits; union; salary over \$25 a week. N 747.

LAYOUT-COMPOSITOR, 15 years' high-class work, now in large shop, wants connection with progressive, modern plant desiring ability and quality; capable taking charge medium-size plant—results; advertising experience; union; draft exempt; \$35 to start. N 752.

PRACTICAL PRINTER, 15 years' experience in newspaper and job work, also a linotype operator; am at present employed, but desire a change; East preferred; union; no offer less than \$27 per week considered. J. WILLIAMSON, 59 Richmond st., Brockton, Mass.

# PROCESS WORK

—and  
Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

**LINOTYPE MACHINIST.** 15 years' experience, trade or newspaper plant, desires change; West preferred; successful as foreman-machinist in trade plant. N 753.

#### Electrotypier.

**ALL-AROUND ELECTROTYPER**—Steady position, with salary as working foreman; have had 25 years' experience at electrotyping, nickeling and patternmaking in electrotype foundries connected with printing-plants using curved or flat plates. N 756.

#### Engraver.

**EXPERIENCED PHOTOENGRAVER** open for engagement as superintendent; practical, A-1 knowledge in all branches; able to handle large force; thoroughly acquainted with sales department. N 746.

#### Managers and Superintendents.

**EFFICIENCY SUPERINTENDENT-MANAGER** of printing-plants open for engagement—specializes in advertising-printing and high-grade typography; practical specimen jobber, stone specialist, final reader, foreman, **COLOR PRESSMAN**, connoisseur and designer of ancient and modern style bindery; his work, in many difficult problems, has been commented upon by critics and artists; strict disciplinarian, economical buyer of material, paper, help; wonderfully quick estimator and layout man in artistic work, presents appearance finished job before starting it; a **HUSTLER** by systematic methods, rather than by enervating rush; will lay out new plants or improve on old ones; can positively get enough **NEW TRADE** to keep men and machines busy all the time like clockwork. A **TELEGRAM** today is worth two letters tomorrow. Send it to **CHARLES D. WETMORE**, 11 W. 5th st., Jacksonville, Fla.

A **SUPERINTENDENT-FOREMAN** with unusual qualifications seeks change with view to locating permanently; has had considerable experience installing and systematizing plants; familiar with the principles of scientific management, understands finished job before starting it; harmony and secure cooperation; good estimator, layout, and can give instructions intelligently; 20 years' experience as an executive handling all classes of work; age 40; a man of principle, with the right sort of initiative, and does not stand still; desires to connect with progressive firm; now superintendent large Western plant; will go anywhere. N 661.

**POSITION WANTED**—High-class man wants position as manager or superintendent of good printing-plant; thorough, practical experience in all branches of the business; familiar with cost, efficiency and estimating systems, and capable of installing same in a plant if desired; can get big production of quality work; exempt from draft. N 750.

**SUPERINTENDENT** seeks change; 20 years' executive experience in job-plants doing high-grade work; close buyer and estimator; layout; medium size plant in northern New England or New York State preferred. **F. M. WARREN**, 189 Hamilton st., Cambridge A, Mass.

**SUPERINTENDENT** desires change; 20 years' experience as executive in medium-size plant doing high-grade work; practical in all branches, including purchasing of paper; Philadelphia preferred; state salary. N 749.

**MANAGER-SUPERINTENDENT** desires connection with old, reliable firm; experienced executive and accountant, university trained; deferred class. N 739.

#### Pressroom.

**SITUATION WANTED** by first-class cylinder pressman as foreman in medium-size plant; 15 years' experience; married; sober and industrious; draft exempt. Address 1324 Avenue C, Flint, Mich.

**SITUATION WANTED** by first-class cylinder pressman; can furnish best of references; prefer outside of Chicago. N 663.

#### Salesman.

**EXPERIENCED** printing-press salesman desires change of position; understands all makes of presses, good on adjustments and erecting; if required, can give best of references. N 737.

#### WANTED TO PURCHASE.

**WANTED**—Rotary perfecting press, suitable for printing sales tickets; cylinders 21 to 30 inches circumference, rolls 20 inches wide; will pay spot cash for right machine; press for export. **CALVIN MARTIN**, Peabody, Mass.

**WANTED**—Irish printer selling to creameries wants quantity of vegetable parchment suitable for wrapping butter. Write, giving full particulars and price. **C. DAVIS**, 6 Thomas st., Limerick, Ireland.

**WANTED**—Secondhand Kidder or New Era roll-feed, bed and platen presses, of any size or type, with or without special attachments. **GIBBS-BROWER CO.**, 261 Broadway, New York city.

**WANTED**—Two-color Kidder press of any size. Give full particulars in first letter. **THE MACDONALD TICKET & TICKET BOX CO.**, Cleveland, Ohio.

**WANTED TO PURCHASE** a two-color "0" Miehle, in good condition. **MILWAUKEE PRINTING CO.**, 377 Florida st., Milwaukee, Wis.

**WANTED**—38-inch or larger paper-cutter; state price and make. **RICHARD PRESTON**, 49A Purchase st., Boston, Mass.

#### BUSINESS DIRECTORY.

##### Advertising Blotters.

**PRINT BLOTTERS** for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write today for free samples and particulars. **CHAS. L. STILES**, 230 N. 3d st., Columbus, Ohio.

#### Advertising for Printers.

**BLOTTERS, Folders, Mail-Cards, Booklets, House-Organs**—We furnish two-color cuts and copy monthly; you do the printing and own the cuts for your town; small cost, profitable returns. Write for samples and prices. **ARMSTRONG ADVERTISING SERVICE**, Des Moines, Iowa.

#### Brass Type Founders.

**AMERICAN TYPE FOUNDERS CO.**—See Typefounders.

#### Calendar-Pads.

**THE SULLIVAN PRINTING WORKS COMPANY**, 1062 Gilbert av., Cincinnati, Ohio, makes 109 sizes and styles of calendar-pads for 1919; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample-books and prices.

#### Carbon Black.

**CABOT, GODFREY L.**—See advertisement.

#### Casemaking and Embossing.

**SHEPARD, THE HENRY O., COMPANY**, 632 Sherman st., Chicago. Write for estimates.

#### Chase Manufacturers.

**BARNHART BROTHERS & SPINDLER**—Electric-welded silver-gloss steel chases, guaranteed forever. See Typefounders.

#### Copper and Zinc Prepared for Half-Tone and Zinc Etching.

**NATIONAL STEEL & COPPERPLATE COMPANY**, 542 South Dearborn st., Chicago, Ill.; 805 Flatiron bldg., New York city; 1101 Locust st., St. Louis, Mo.; 12 East Second st., Cincinnati, Ohio; 526 New Call bldg., San Francisco, Cal.

**THE AMERICAN STEEL & COPPERPLATE CO.**, 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 610 Federal st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

#### Counting-Machines.

**AMERICAN TYPE FOUNDERS CO.**—See Typefounders.

#### Cylinder Presses.

**BARNHART BROTHERS & SPINDLER**—See Typefounders.

#### Electrotypers' and Stereotypers' Machinery.

**THE OSTRANDER-SEYMOUR CO.**, general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

**HOE, R., & CO.**, New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

#### Embossing Composition.

**STEWART'S EMBOSSEING BOARD**—Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. **THE INLAND PRINTER COMPANY**, Chicago.

#### Embossing Dies and Stamping Dies.

**CHARLES WAGENFÖHR, Sr.**, 140 West Broadway, New York. Dies and stamps for printers, lithographers and binders.

#### Hot-Die Embossing.

**GOLDING MFG. CO.**, Franklin, Mass. Our Hot Embosser facilitates embossing on any job-press; prices, \$40 to \$90.

#### Ink-Fountain.

**THE NEW CENTURY ink-fountain**, for sale by all dealers in type and printers' supplies. **WAGNER MFG. CO.**, Scranton, Pa.

#### Job Printing-Presses.

**BARNHART BROTHERS & SPINDLER**—See Typefounders.

**AMERICAN TYPE FOUNDERS CO.**—See Typefounders.

**GOLDING MFG. CO.**, Franklin, Mass. Golding and Pearl.

#### Motors and Accessories for Printing Machinery.

**SPRAGUE ELECTRIC WORKS**, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty.

#### Numbering-Machines.

**AMERICAN TYPE FOUNDERS CO.**—See Typefounders.

#### Paper-Cutters.

**OSWEGO MACHINE WORKS**, Oswego, New York. Cutters exclusively. The Oswego, and Brown and Carver and Ontario.

**BARNHART BROTHERS & SPINDLER**—See Typefounders.

**AMERICAN TYPE FOUNDERS CO.**—See Typefounders.

**GOLDING MFG. CO.**, Franklin, Mass. Golding and Pearl.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

**Perforators.**

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating-machines of all kinds, styles and sizes.

**Photoengravers' Machinery and Supplies.**

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

**Photoengravers' Metal, Chemicals and Supplies.**

NATIONAL STEEL & COPPERPLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 805 Flatiron bldg., New York city; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio; 526 New Call bldg., San Francisco, Cal.

**Photoengravers' Screens.**

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa.

**Presses.**

HOE, R. & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**Printers' Rollers and Roller-Composition.**

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 131 Colvin st., Baltimore, Md.; 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

**Allied Firm:**

Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

**Printers' Supplies.**

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**Printing Machinery, Rebuilt.**

BARNHART BROTHERS & SPINDLER—See Typefounders.

**Printing Material.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**Punching-Machines.**

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching-machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**Rebuilt Printing-Presses.**

GOLDING MFG. CO., Franklin, Mass. All makes. Big values.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**Roughing-Machines.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**Stereotyping Outfits.**

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and your type is not in danger of ruin by heat; also easy engraving method costing only \$3 with materials, by which engraved plates are cast in stereo metal from drawings on cardboard. ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work. Matrices are molded in a job-press on special Matrix Boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHS, 240 E. 33d st., New York.

**Typefounders.**

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 1320 E. Franklin st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 43 W. Congress st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st.; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at—Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD AND METAL TYPE WORKS, Buffalo, N. Y., Delavan, N. Y.

**Wire-Stitchers.**

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**Wood Goods.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.**

Of (insert title of publication) THE INLAND PRINTER, published (state frequency of issue) monthly at (name of postoffice and State) Chicago, Ill., for (state whether for April 1 or October 1) October 1, 1918.

State of Illinois, } ss.  
County of Cook, }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared James Hibben, who, having been duly sworn according to law, deposes and says that he is the (state whether editor, publisher, business manager or owner) business manager of (insert title of publication) THE INLAND PRINTER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Name of	Postoffice Address.
Publisher—The Inland Printer Co., 632 Sherman st.	Chicago.
Editor—Harry Hillman	Chicago.
Managing Editor—Harry Hillman	Chicago.
Business Manager—James Hibben	Evanston, Ill.

(If there are none, so state.)

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

Estate of Henry O. Shepard, deceased, for the benefit of Mrs. Jennie O. Shepard, 635 S. Ashland av., Chicago, and Mrs. Clara J. Shepard, 635 S. Ashland av., Chicago.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.)

None.

4. That the two paragraphs, next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is.....  
(This information is required from daily publications only.)

(Signed) JAMES HIBBEN, Business Manager.  
(Signature of editor, publisher, business manager or owner.)  
Sworn to and subscribed before me this 27th day of September, 1918.  
(Signed) ELMER W. ADKINSON.  
(My commission expires May 9, 1922.)

(SEAL)

Form 3526—Ed. 1916.

NOTE.—This statement must be made in duplicate and both copies delivered by the publisher to the postmaster, who shall send one copy to the Third Assistant Postmaster-General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice. The publisher must publish a copy of this statement in the second issue printed next after its filing.

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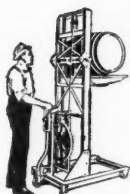
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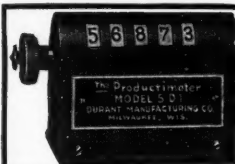


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The War Industries Board recently issued an order to the publishers of periodicals requiring a reduction of from 15% to 25% in the paper tonnage as compared with last year. One of the regulations is that no subscriber's name shall be continued on the list after date of expiration. We have always allowed a reasonable time for your renewal order to reach us and in the meantime THE INLAND PRINTER has been mailed you. To guard against your missing copies we have arranged to notify you one month before your subscription expires. All you will need to do is to approve the order sent you and mail it back to us immediately.

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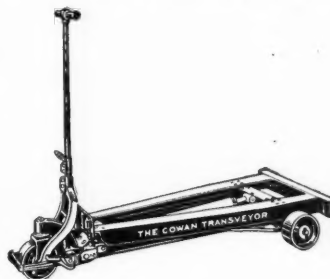
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**Capacities 1,000 to 5,000 lbs.**



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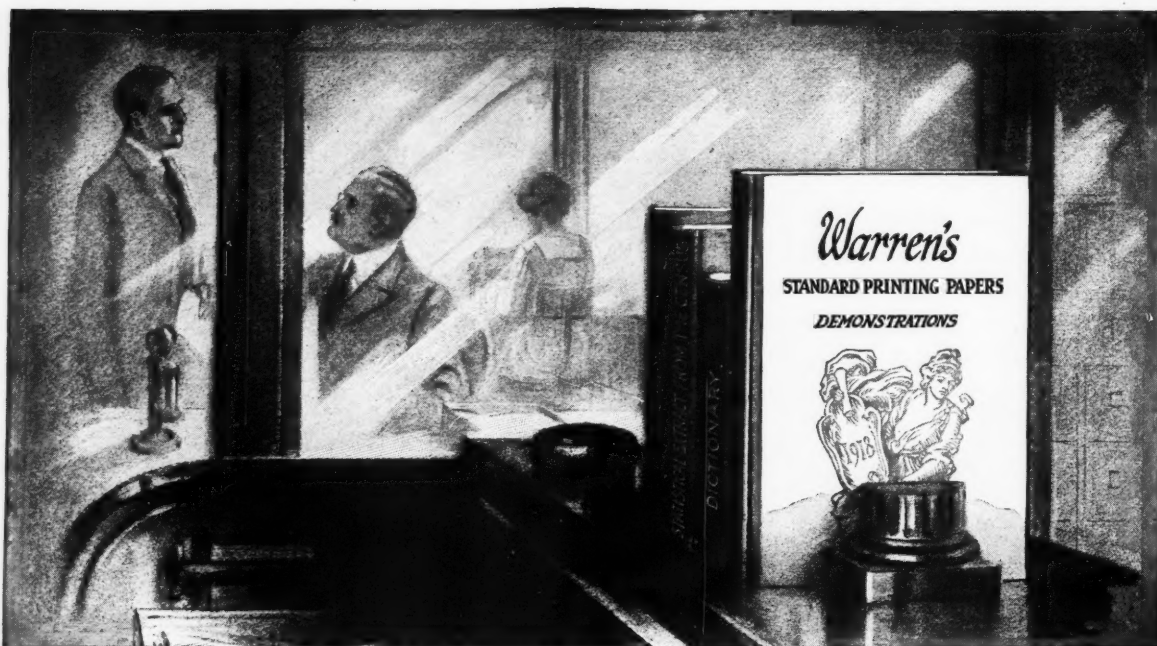
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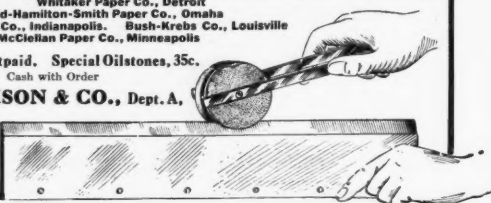
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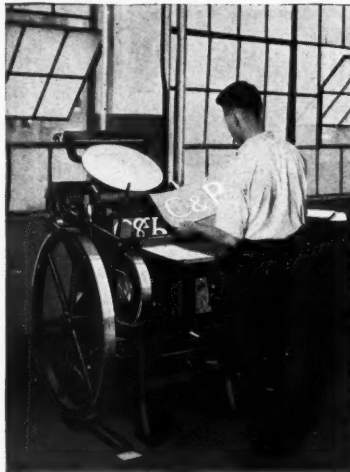
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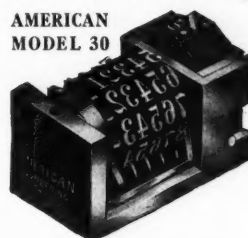
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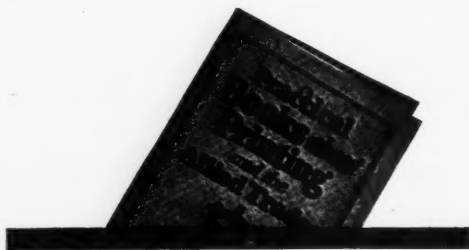
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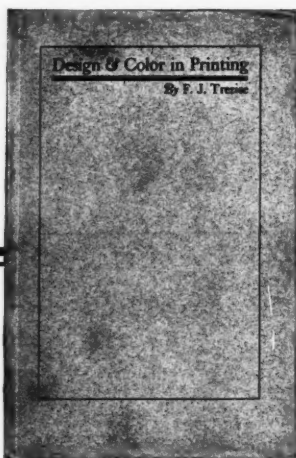
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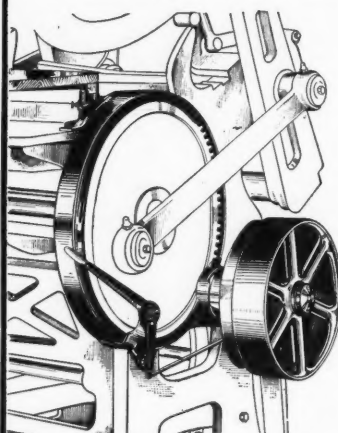
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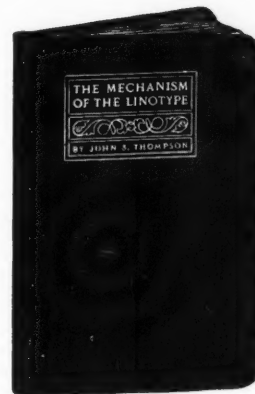
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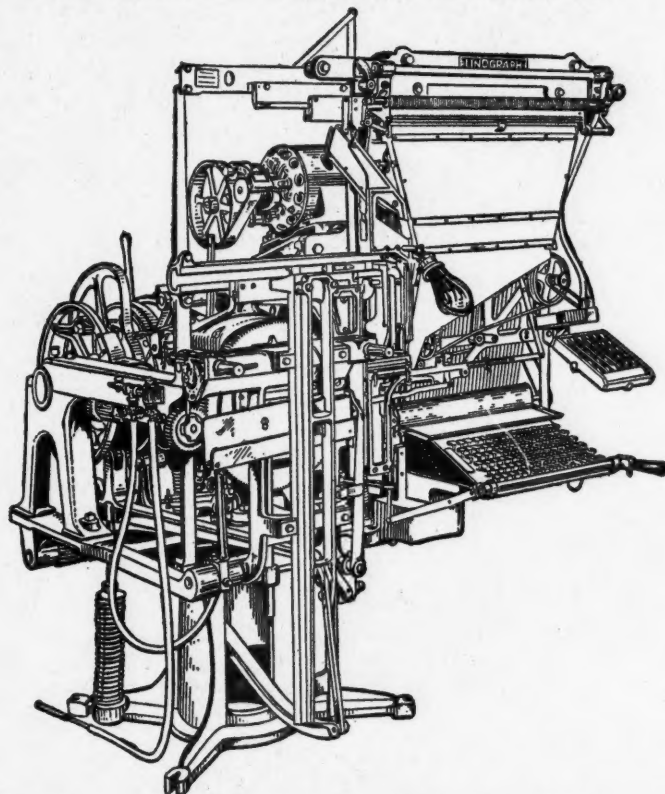


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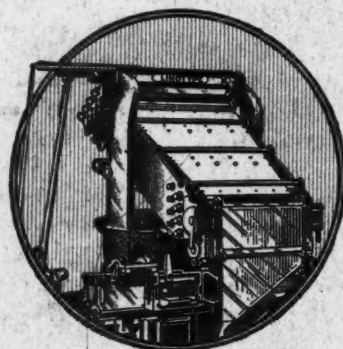
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